



## Curriculum Vitae

### **Professional Overview**

#### Empowering 21st Century Cities and Citizens

I am passionate about community engagement, enhancement, and empowerment. I believe participatory art, education, and green spaces, celebrating diversity in culture, race, sexual gender and orientation, economic status, and age, along with evolving urban design techniques that include individual/group food production in all living and workspaces, are the keys to achieving these goals. No one should be left out. No idea is insignificant. We are stronger and happier citizens when we work, live, and play together, in aesthetically pleasing environments.

I just completed my Master of Arts in Museum Studies. My research focus is "Tactical Urbanism and the Dynamic Shift to Embrace Deviance and Diversity: The Beauty and Tone of LA Street Art in Twenty-first Century Communities." I am fascinated with contemporary art, and take advantage whenever possible to meet local and visiting artists to speak with them, watch them work, and observe how they connect with the communities in which they create and display their art. I recently volunteered as an ongoing exhibit docent for the fabulous art and activism event, INTO ACTION! It was an amazing experience sharing my passion and knowledge with visitors and working with the incredible organizers. I believe that employing tactical urbanism processes with street art and individual/group gardens are the keys to revitalizing cities and citizens. Reconnecting people to their space and to their food will create exponential health and well-being benefits. I continue to research systemic/neural structures and change methodology. By understanding how people think and why they make the choices that they do, successful campaigns can be implemented that prioritize ownership in creating healthy habits and beautiful environments. Whoever first told a child that playing with your food is bad, started society down a very bad path. Children, AND ADULTS, should play with their food! The relationship with your food is the most vital one any of us can have. Learn about/grow/harvest/prepare/enjoy your food, and then share it with others. When we reframe our most basic needs into our top priorities, everything else will fall into place.

I also take great pride in being a Native curator, as trained by Heather Ahtone, Senior Curator at the American Indian Cultural Center and Museum in Oklahoma City. I regularly attend events promoting Native art and culture, as well as events addressing ethical museum collection practices and misappropriation of Native culture in art and popular culture. I have spoken at various UCLA workshops and events on Native thought in relation to museum policies/practices and exhibit curation.

#### Systemic Management and Analysis for Increased Efficient/Effective/Sustainable Production

I am available for work in the fields of art curation, public art / urban planning, education, marketing, photography, social media management and analysis, collection / gallery management, community and cultural event planning and organization, and healthy living projects (with a focus on exercise as meditation and growing our own food). In addition to my degree focus on art history and architecture, photography, community organization, public planning, cultural, and environmental studies, I have extensive experience in Human Resources, finance, development, purchasing, marketing, printing, and design. In my positions, I have exhibited a strong eye for detail, the ability to thrive and exceed expectations in varying environments, exceptional communication skills, and the capacity to meet deadlines in individual or team situations with an extremely high level of accuracy. I have studied organizational structure and change, with a focus on the role policies and procedures play in large institutions and am always analyzing systems and proposing more efficient/effective/sustainable methods of improvement.

ASTRUD J. REED

**Education**

2017-20: Urban Design, Community Engagement, Tactical and Sustainable Urbanism Working toward American Planning Association AICP Certification

2017: Master of Arts in Museum Studies, University of Oklahoma, Norman, OK

2013: Bachelor of Science in Cultural and Environmental Studies, Minor in Art History University of Oklahoma, Norman, OK

**Professional Experience**

2020-2021: Program Administrative Officer, Forum for Collaborative Research

2019-2020: Contracts and Grants Research Administrator, ProS Region  
UC Berkeley, School of Public Health Berkeley, CA

2021-2021: Volunteer College Prep Coach/Mentor, Girls Inc of Orange County

2019-2020: Volunteer Youth Sports Coach, Coaching Corps, Berkeley, CA

2015-2021: Professional Sports Photographer and Journalist News4UsOnline and T.G. Sports LLC,  
Los Angeles, CA

2014-2019: Administrative Coordinator and Fund Manager

UCLA Departments of African American Studies and Economics, Los Angeles, CA

2018: Volunteer Art Exhibit Docent / Gallery Management Consultant

INTO ACTION! A Celebration of Community Power + Cultural Resistance, Los Angeles, CA

2009-2014: Payroll and Personnel / Financial Specialist

University of Oklahoma Department of Chemistry and Biochemistry, Norman, OK

2013-2014: Fred Jones, Jr. Museum of Art, James T. Bialac Collection Curatorial Intern

Focus on contemporary Native American art / Fred Jones Jr. Museum of Art, University of Oklahoma, Norman, OK

2012-2014: Sam Noble Museum of Natural History Archaeology Collection Intern

Focus on collections management, archaeology, ethnology, photography / Sam Noble Oklahoma Museum of Natural History, Norman, OK

2011-2015: Photojournalist (Primarily sports, local events, and special features) The Oklahoma Daily, Norman, OK

2004-2009: Assistant to the Directors / Acquisitions Assistant University of Oklahoma Press,  
Norman, OK

2001-2004: Manager of the Production, Purchasing, and Human Resources Departments Creative Security Systems, Inc., Westlake Village, CA

2000-2001: Corporate Non-Production Buyer Alcatel Internetworking, Inc., Calabasas, CA

1999-2000: Purchasing Manager / Merchandising Specialist Maximum Products, Thousand Oaks, CA

1990-1999: Independent Contractor, providing the following services: Graphic Designer, Printing Broker, Marketing Consultant, Retail Associate and Buyer, Los Angeles area, CA

1988-2014: Photographer, education and experience includes: dark room film processing technician, dark room and machine printing technician, photographic equipment and supply sales, studio and event photography, research, and museum collection photography, assist research and museum collection staff in assessing, using, and formally requesting equipment

### **Artistic Experience**

2002 – 2021:

- Consultant for Native art / artifact handling and documentation
- Teaching art classes for students of all ages
- Providing K-12 school presentations on indigenous art
- Working with K-12 teachers and administrators in organizing, promoting, and submitting purchase orders for indigenous art projects and events
- Organizing and promoting community / gallery art events

2004 – 2021:

- Professional photographer and photojournalist
- Galley exhibits of three-dimensional art in various mediums
- Gallery exhibits of photography
- Featured artist at City of Norman Hispanic Heritage Festival

### **Curatorial Projects**

2015-19: Participated in UCLA Information Studies workshops and graduate courses as an expert speaker in Ethical Practices and Thought in Indigenous Museum and Research Collections

2014: *Battling Americana: Taking the Indian Out of the Cupboard*, James T. Bialac Gallery, Fred Jones, Jr. Museum of Art, Norman, OK

### **References**

- LAUREN GOLDSTEIN, PhD  
Title: Director of Research Development / Location: UC Berkeley, School of Public Health / Phone: 510-642-5572 / Email: [lhg@berkeley.edu](mailto:lhg@berkeley.edu)
- GEORGE RICHTER-ADDO, PhD  
Title: Former Chair, Professor, Mentor / Location: Department of Chemistry & Biochemistry, University of Oklahoma / Phone: 405-301-1555 / Email: [grichteraddo@ou.edu](mailto:grichteraddo@ou.edu)
- CHERI BANKS, MPH  
Title: Senior Research Associate / Location: UC Berkeley, School of Public Health, Forum for Collaborative Research / Phone: 404-556-6471 / Email: [cheribell7@gmail.com](mailto:cheribell7@gmail.com)
- BRIAN ROMO, MPP  
Title: Professor (Former UCLA Economics Dept. Student Employee) / Location: Department of Philosophy, UC Riverside / Phone: 704-254-2240 / Email: [btromo@outlook.com](mailto:btromo@outlook.com)

**Awards and Honors**

2021: Awarded UC Berkeley School of Public health SPOT Award, for “efforts in the above and beyond category on the BPH Diverse Procurement Task Force Initiative to create diverse procurement practices and a customized BearBuy dashboard that will ultimately benefit the School and the University.” Nominated by School of Public Health Assistant Dean and Chief Financial Officer, Emily Schwarz.

2015: Awarded UCLA Staff Achievement Award

2014: Inducted into the University of Oklahoma Honor Society of Phi Kappa Phi

2013-2014: University of Oklahoma Honors College Undergraduate Research Opportunities Program

2013: University of Oklahoma Morris E. Opler Memorial Endowment

2012-2013: University of Oklahoma Bernard Osher Foundation Reentry Award

**Professional Organizations**

2012-21: California Association of Museums

2013-21: American Alliance of Museums

2014-21: Los Angeles Conservancy

2017/21: Los Angeles Green Grounds

2013-21: Emerging Arts Professionals, Los Angeles / San Francisco

2013-19: Association of Art Museum Curators

2014-19: College Art Association

2014-19: Mural Conservancy of Los Angeles

2013-19: Society for American Archaeology

2014-15: Mountain-Plains Museums Association

2014-15: Native American & Indigenous Studies Association

2014-15: Native American Art Studies Association

2013-14: American Society of Media Photographers

2013-14: Museum Educators of Southern California

2013-14: Oklahoma Museums Association

2012-14: National Press Photographers Association

2011-14: Norman Arts Council

**Tribal Affiliation**

Enrolled member of the Cherokee Nation

Member of the Cherokee Community of Central California

Member of the UCLA Native American Staff Association

**Research**

Art and Art History

- 2014-18: “Tactical Urbanism and the Dynamic Shift to Embrace Deviance and Diversity: The Beauty and Tone of LA Street Art in Twenty-first Century Communities
- 2013-18: “Indigenous Curators for Native American Collections: Decolonializing Museum Thought”
- 2013-14: “Battling Americana: Addressing Stereotypes and Redefining Identity in Contemporary Native American Art”
- 2013-14: “Ethical Practices in 21<sup>st</sup> Century, Post-Colonial, Indigenous Museum and Research Collections”
- 2013-14: “Traditional Themes in Contemporary Cherokee Art”
- 2012-13: “Feminist Theory as it Relates to Creative Expression in 20<sup>th</sup> and 21<sup>st</sup> Century Female Artists”
- 2011-14: “Archaeology in the American Southwest: Environment, Culture, and Symbolology”
- 2011-14: “Mimbres Pottery: Structure, Design, and Cultural Significance”
- 2010-10: “Renaissance Art in Italy: 1200-1600”
- 2009-14: “Pre-Columbian Art and Architecture of the Americas”

Environmental Studies/Sustainability

- 2017-21: Sustainable Urbanism and Green Urban Planning (focus on utilizing street art and group gardens in community wellness designed urban spaces), Planetizen through Urban Insight, Inc.
- 2015-18: “Designing for Natural Lighting: The Frank Gehry Projects”
- 2011-18: “Gardening, the Community, and the Environment”
- 2012-13: “Four Season Community Gardening Project” (Demonstrated how to create an easy to care for/plentiful garden in the winter months in Oklahoma; Based on Eliot Coleman’s *Four-Season Harvest*)
- 2012-13: “Sustainability and Organizational Thinking Innovations in the 20<sup>th</sup> and 21<sup>st</sup> Centuries: Government Agencies, Corporations, and Non-Profit Industries”
- 2012-12: “Corporate Environmental Strategies: Nissan, and its Desire to be the Leader in Zero Emission Vehicle Innovation”
- 2012-12: “The Southern California Water Reclamation Project”
- 2011-14: “Industrial Symbiosis: Kalundborg, Denmark”
- 2011-14: “Principles of Sustainability: Cradle to Cradle Products Innovation”
- 2011-12: “The World Bank and its Role in the Sustainable Economy Concept”
- 2011-12: “The Transformation of American Environmental Law from 1960-2010: Acts, Agencies, and Ownership”

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Architecture and Urban Planning

2015-21: Urban Design, Community Engagement, Tactical Urbanism

Planetizen through Urban Insight, Inc.

2015-18: “Frank Gehry, The Los Angeles Projects”

2012-13: Cleveland County Habitat for Humanity Compressed Earth Block project through the University of Oklahoma College of Architecture Sustainable Building Program

2012-12: “Form Verses Function in Modern Museum Architecture: Frank Lloyd Wright, Frank Gehry, and Daniel Libeskind, from 1940 - 2010”

2012-12: Multi-Story, Gallery Floor Plan Design Project

Information Studies

2015-18: “Historical and Evolving Conceptual Foundations, Major Professional Institutions, Key Practices, and Contemporary Issues and Concerns of Archival Studies and the American Archival Profession, especially as it relates to Native American Collections”

2016-18: “Data Archival Systems for Museum and Research Collections”

2016-18: “Cultural and Ethical Concerns in Collections Management”

Photography

2013-14: “Museum and Studio Photography: Techniques and Lighting for Objects and Portraits”

2013-14: "Specialized Skills and Procedures for Pathology Documentation, Publication, and Digitized Collections Management of Indigenous Bone, Teeth, and Artifact Photography”

2012-12: “Photographic Responses to the Landscape of the American West from 1865 – 2012: From Exploration and Tourism to Urban Sprawl and Environmental Protection”

2011-13: “Sports Photography: Considering Action, Emotion, Participants, and Color When Building an Online Portfolio”

2011-12: “Dorothea Lange’s ‘Migrant Mother’: Iconic Images, Photojournalism, and the Staging Conflict”

2011-12: “20<sup>th</sup> Century Photography: Theory and Criticism”

Sociology / Physiology

2014-21: NFL Rebranding Initiative: Removing Native Mascots from American Sports

2017-21: Social Media as a Weapon: Capitalism and the Cloud Community

2015-21: Neuroplasticity: Altering Brain Pathways in Creating a Healthier Lifestyle

2014-21: Changing Public Attitudes on Socially Constructed Labeling

2012-18: Physio-Anatomy, Exercise, and Meditation to Heal Physical Injuries: Retraining the Body

Addendum to the Application Packet for the  
Community Service Supervisor – Fine Arts Position at the City of Irvine

Astrud Reed

Impactful Art, Editing, Teaching, Training, and Community Service Work

The purpose of this document is to provide additional insight into my skills, experience, groups worked with, and community arts focus. I feel that my artistic vision and leadership style is ideal for building strong community arts and recreation programs that enhance people's lives through well-trained and passionate staff and exciting programming.

Art Classes / Workshops created and taught by Astrud Reed

ArtzPlace Oklahoma, formerly Studio Mid-Del  
Midwest City, Oklahoma

- Created / taught classes and workshops for students of all ages and skill levels
- Provided students with both verbal and written instruction and cultural context
- Worked with director on website design for newly constructed community arts center

Firehouse Arts Center  
Norman, Oklahoma

- Created / taught classes and workshops for students of all ages and skill levels
- Provided students with both verbal and written instruction and cultural context
- Artist with multimedia pieces, photographs, and instruments regularly featured in the Firehouse Gallery.

Whittier Middle School – Spanish Language Program, all grades, and Gifted and Talented Program / Norman  
North High School – Spanish Language Club / Monroe Elementary – Gifted and Talented Program  
Norman Public Schools  
Norman, OK

- Worked with teachers, program directors, volunteer groups on providing art / cultural programming and activities to the students through lesson plans, purchasing requisitions, promotional and instructional documentation, plus materials needed for the activities.
- The teachers / administrators that I worked with there are still utilizing the program that I created for them to train new teachers and provide this instruction to each year's students.

Events organized / materials & programming provided by Astrud Reed

University of Oklahoma OU Student Life Department / Latino Student Life Association  
Norman, Oklahoma

- Annual OU Dia de los Muertos Festival, 2012-2015
- Made assorted size / style sugar skull blanks with multi-colored icing bags, decorations, and accessories for events expecting 500 – 1500 attendees
- Provided volunteer training to OU student groups on cultural / activity aspects
- Provided descriptive / educational information to hand-out to event attendees

City of Norman / Norman Arts Council Monthly Art Walks  
City of Norman Public Library Cultural and Artistic Events and Festivals

- Featured artist at many various events
- Created event-specific art projects and materials
- Co-organizer / planner

City of Norman Events / Parades

- Professional Event Photographer for the City to use for documentation and future event promotion

Consulting / Mentoring / Graphic Design / Editing

UCLA Veteran Resource Center Student Veterans of America Chapter/ UCLA Urban and Regional Planning Graduate Program / U.S. Department of Veterans Affairs / VA Greater Los Angeles Healthcare System  
Los Angeles, CA

- Community VA Garden Project Annual Report

UCLA Undergraduate and Graduate Students  
Los Angeles, CA

- Fellowship Application, Research Proposal and Projection Statements
- Graduate Program Application, Personal Statements
- Grant Application Writing / Material Preparation

UCLA / Local Art Galleries / Community Groups  
Los Angeles, CA

- Promotional Event Flyers
- Formal Business Correspondence
- Brand Identity Creation / Building

Cleveland Elementary School / Whittier Middle School  
Norman Public Schools

- Monthly Newsletter from 2003 – 2009
  - Material Compilation
  - Correspondence with multiple groups
  - Editorial writing and editing
  - Photography
  - Graphic Design

## **Courses Created and Taught by Astrud Reed**

### **Indigenous Art Series**

#### **PALEOLITHIC CAVE ART - 11 and up**

**Tuesday, January 27, 2009, 6:00-9:00pm ♦ Cost: \$24.00 + \$11 material fee**

Cave painters from around the world first put charcoal to rock 30,000 years ago. The earliest surviving form of art is often referred to as "Cave Art." This type of art typically depicted animals, but also included humans, weapons, crude maps, and symbols. In this class, we will decorate a gourd bowl based on the cave art found at Lascaux, France, while also learning traditional gourd pine needle weaving. These elegant pieces are beautiful around the home and make very unique gifts!

#### **MASKS OF THE WORLD- 11 and up**

**Wednesday, February 18, 2009, 6:00-9:00pm ♦ Cost: \$24.00 + \$9 material fee**

In this class you will make a gourd mask using various gourd-working techniques and materials. Each student will learn about different indigenous cultures and their use of masks through provided hand-outs, books, and instruction. Your imagination is the only limit in making beautiful works of art!

#### **HUICHOL INDIAN BEADED EGG GOURDS - 11 and up**

**Monday, March 2, 2009, 6:00-9:00pm ♦ Cost: \$24.00 + \$9 material fee**

The Huichol Indians from Central Mexico, an ancient culture founded on strict oral traditions, have been using symbols in their colorful art for over 1,600 years to record their history. Each student will learn how to make traditional designs on an egg gourd – just in time for Easter! Come experience this beautiful art form and the culture that it comes from!

#### **NATIVE AMERICAN GOURD BIRDHOUSES - 11 and up**

**Tuesday, March 24, 2009, 6:00-9:00pm ♦ Cost: \$24.00 + \$9 material fee**

Native American Indians, long ago, hung gourds on their trees to invite birds to visit and to eat the bugs which plagued their crops. Gourds have been used by cultures around the globe since man's beginning. Learn how to dry, clean, cut, engrave, dye, paint, decorate and finish gourds. Students will leave with Native American designed birdhouses that can be displayed as beautiful yard art!



**NORTHWEST COAST FIRST NATIONS DREAM KEEPERS - 11 and up**

**Monday, April 13, 2009, 6:00-9:00pm ♦ Cost: \$24.00 + \$10 material fee**

Northwest Coast First Nations art is distinguished by the use of form lines and characteristic shapes. The patterns depicted include natural and abstract forms, as well as legendary creatures. Totem poles are the most well-known artifacts produced using this style. In this gourd crafting class, students will learn how to use the Dremel Tool to make a beautiful gourd vessel with a dream catcher woven into the side surrounded by Northwest Coastal art. These dream keepers are perfect for keeping your hopes, dreams, ideas, as well as your favorite trinkets!

**AUSTRALIAN ABORIGINAL SYMBOLS AND DOT ART - 11 and up**

**Wednesday, April 29, 2009, 6:00-8:30pm ♦ Cost: \$20.00 + \$6 material fee**

Indigenous Australian art has a history which covers over 30,000 years, and represents a large range of native traditions and styles. Aboriginal art involves story telling, myths, rituals, and magic. Students will learn basic drum-making skills and gourd-working techniques while creating beautiful, miniature pieces of art that focus on traditional Aboriginal symbols and dot painting! These mini drums can be worn as necklaces, used as rearview mirror, home, or office decorations.

**YORUBA SHEKERES - 11 and up**

**Tuesday, May 12, 2009, 6:00-9:00pm ♦ Cost: \$24.00 + \$10 material fee**

Gourd musical instruments have been identified in every recorded ancient culture and are still used today in many forms throughout the world. In this class, students will learn how to decorate with traditional African designs and play this percussion instrument that is predominantly called shekere by the Yuruba people in Nigeria. Schools and music classes around the country now keep shekeres as a staple item – kids love them!

**Holiday Workshops at the Firehouse**

**W06 - HOLIDAY WORKSHOP - A TO Z GOURD ART - ADULTS**

This is a two-day course.

Gourds have been used for practical and decorative purposes by cultures around the globe since man's beginning. Learn how to dry, clean, cut, engrave, stain, dye, paint, decorate and finish gourds. The class will focus on making gourd ornaments and birdhouses but with the skills learned, each student will be able to finish many other projects on their own. Students will leave with finished pieces that can be used to decorate their own homes or as gifts. Instructor will provide materials. Please request a tool list upon enrollment. Call Astrud at 863-1752 with any questions about the workshop.

Instructor: Astrud Reed

Fee: \$68 Class Fee

Material Fee: \$0 Material Fee

Date/Time: Wed Nov 30 & Dec 7 - 6:00-8:00pm

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**W06 - HOLIDAY WORKSHOP - MAKE IT! WRAP IT! DECORATE IT!-ALL AGES**

This is like 2 art projects for the price of 1!! Your child can have fun and learn new crafts while making holiday gifts and ornaments! Each child will have the opportunity to make two family or teacher gifts, wrap them with handmade wrapping paper, decorate them with handmade ornaments, and make a card for the recipient. Children will be working with clay (to make jewelry and ornaments), paint, glitter, and many items from nature. Instruction sheets for each craft will be sent home so your child can use the skills they've learned to make other gifts. This class is ideal for children ages 8-12. Children 4-8 may attend, if accompanied by an adult.

Instructor: Astrud Reed

Fee: \$59 Class Fee

Material Fee: \$0 Material Fee

Date/Time: Mon, Dec 5 & 12 from 4:00-5:30pm

**WORKSHOPS - JICARA: Beaded Gourd Bowl - 13 and up**  
**Tuesday, September 5 & 12, 2006, from 6:00-9:00PM**  
**Norman Firehouse Art Center**

The Huichol Indians from Central Mexico, an ancient culture founded on strict oral traditions, have been using symbols in their colorful art for over 1,600 years to record their history. Each student will learn how to make a Jicara bowl from a gourd, decorating the inside of the gourd with beads adhered by a bees wax mixture. Come experience this beautiful art form and the culture that it comes from! All materials are included. Ages 13 and up are welcome.



