

## Curriculum Vitae

Nika Simovich Fisher (she/her)

Born in Belgrade, Serbia

Lives and works in New York City

→ [nikafisher.com](http://nikafisher.com)

→ [labud.nyc](http://labud.nyc)

✉ [simovicn@newschool.edu](mailto:simovicn@newschool.edu)

## Education

Master of Science in Journalism, Columbia University, New York, 2022

Bachelor of Fine Arts in Communication Design, Parsons School of Design, New York, 2013

## Academic Appointments

The New School, Parsons School of Design, Communication Design

Director of Associate in Applied Science in Communication Design, 2023– present

Assistant Professor of Communication Design, 2022– present

Part-Time Faculty, Communication Design, 2017–2022

University of Pennsylvania, Stuart Weitzman School of Design

Lecturer, 2020–2022

Rutgers University, Mason Gross School of the Arts,

Adjunct Faculty, 2019–2020

Flatiron School, User Experience and User Interface program

Lead design instructor, 2019–2020

## Teaching (Select Courses)

### THE NEW SCHOOL, PARSONS SCHOOL OF DESIGN

Design and the Future of Publishing, 2024–

A class that introduces visual culture writing and design foundations to journalism graduate students. In this class, we look at how media, design, and technology are intertwined and develop skills to independently publish. *Taught in The New School for Social Research's Creative Publishing and Critical Journalism program.*

Design History and Practice, 2022, 2024–

Part seminar, part studio, this is a non-traditional class that moves away from a chronological narrative. This is a core class taught to career-changing students. Design history is looked at through the lens of several questions such as: who is the graphic designer? Who is impacted by graphic design? How is power distributed within design? How does technology impact graphic design? How do

you put your work in context with design history? *Taught in the Associate of Applied Science in Communication Design program.*

#### Core 1 Interaction Studio, 2020–2023

An introductory web design class where students learn HTML and CSS foundations and think of the webpage as an artistic medium for self expression. *Taught in the Bachelor of Fine Arts in Communication Design program.*

#### Core 2 Interaction Studio, 2017–2023

The second installment of a required, introductory web design class. Students build on the foundational skills they develop in the first semester and establish more in-depth research projects with a focus on learning the design process from ideation, iteration, to development. *Taught in the Bachelor of Fine Arts in Communication Design program.*

#### Currents: What Did the 2010's Look Like?, 2020

This was a five-week publishing workshop where students contributed entries to an anthology about the near-recent past. Students learned to work within an existing design framework, propose modules in an existing design framework, and upload work to a content management system. Link to project: 2010s.us. *Taught in the Bachelor of Fine Arts in Communication Design program.*

#### CD Studios: Digital Products, 2017–2023

Initially referred to as “Web Advanced: Mobile Design” and then renamed to CD Studios: Digital Products, this class focuses on the product design process and designing across different screens. Like the class name, this class over time to reflect how people are using digital products and their role in society. *Taught in the Bachelor of Fine Arts in Communication Design program.*

### THE UNIVERSITY OF PENNSYLVANIA

#### Art of the Web, 2020–2022

A class that introduces students to using web design as a form of publishing. There is an emphasis on looking at internet art history as well. Class site: arts22.labud.nyc. *Taught in the Bachelor of Fine Arts in Design program.*

#### Graphic Design, 2022

A class that teaches students to typography and design foundations. Class site: gds22.labud.nyc. *Taught in the Bachelor of Fine Arts in Design program.*

### RUTGERS UNIVERSITY

#### Form and Meaning, 2020

Introductory design foundations class about intentionality in design. Class site: 1b.labud.nyc. *Taught in the Bachelor of Fine Arts in Design program.*

#### Experimental Computation, 2019

An experimental interaction design class that taught HTML, CSS, JavaScript, and arduino through the lens of design and net art. Class site: 2b.labud.nyc. *Taught in the Bachelor of Fine Arts in Design program.*

## Design for the Digital Realm, 2019

A seminar and studio class that discussed technology and design through the lens of independent publishing and current events. Class site: [3a.labud.nyc](http://3a.labud.nyc). *Taught in the Bachelor of Fine Arts in Design program.*

## GUEST LECTURES

University of Georgia, Guest lecture, 2022

Design and Coding Intro

Columbia University, 2021

Presented about interactive design features in a Feature Writing class

Parsons School of Design, Master of Professional Studies, 2019

Designing a Tactile Website

Parsons School of Design, Guest critic, various classes, 2016, 2018, 2019, 2020

## WORKSHOPS

Earth Day Add-A-Thon with The People's Graphic Design Archive, 2025

I organized a cross-school event in collaboration with The People's Graphic Design Archive, a crowd-sourced digital archive whose goal is to make an inclusive record of design. The event included a presentation from Briar Levit about the archive, and a LAN-party inspired event where students researched historical contributions to design and uploaded them to the archive in real time. This was made possible through a cross-school grant I received alongside the other Associate of Applied Science directors (Interior Design, Fashion Design, Fashion Communications). We also organized an information session with The New School librarians to teach our students how to do research within our school's libraries and archives.

## Research & Creative Practice

### JOURNALISTIC PUBLISHING

"The Choice to Be Forgotten," {Empty Set}, 2025

"Melting Legacies, The Overlooked Ties Between a Ski Lodge, Independent Publishing, and the Art of Book Design," Hard Pack, 2025

"From Screen to Zine: Meet the Makers Using Figma for Digital DIY," Figma's Shortcut, 2025

"Vlach Magic, AI Avatars and Missing Phone Numbers," Hurry Up, We're Dreaming, 2025

"This is Why Donald Trump Reminds You of an Infomercial," Fast Company, 2024

"The Ownership of Names," Are.na Annual, 2024

"Trash Metaphors," Dirt, 2024

"Generative AI Has Ushered In the Next Phase of Digital Spirituality," WIRED, 2023

“Whistlegraph, A New Audience for Generative Art,” *Dirt*, 2023

“The inside story of New York City’s 34-year-old social network, ECHO,” *MIT Technology Review*, 2023

“How Heart-Shaped Frames Became a Symbol of Reclaimed Femininity and a Non-binary Fashion Staple,” *AIGA Eye on Design*, 2022

“Early Web Design Helped a Generation Express Themselves Online. How Do We Capture That Feeling Again?” *AIGA Eye on Design*, 2022

“A Pioneer of Digital Design Looks Back on a Defining Era,” *The New York Times*, 2021

How Type Designers are Digitizing and Preserving Cyrillic Typefaces in Serbia,” *AIGA Eye on Design*, 2021

“What Gets Lost in the Crop? How Aspect Ratios Shape the Way We See the World,” *SuperHi*, 2021

“How to Build a Greener Web,” *SuperHi*, 2021

“How to Design with Web Accessibility in Mind,” *SuperHi*, 2021

“Tales of Web 1.0: How Studying Net Art from the 90s Can Inform Design Today,” *SuperHi*, 2021

“Ask a Designer” Series, *SuperHi*, 2020-2021

“How Do I Know When to Give Up on My Dream Career?”

“Shall I Change My Career Path to Save My Creativity?”

“How Do I Break into Graphic Design?”

“How Do I Start a Side Project?”

“How Do I Keep Up With Changing Software and Jargon?”

“How Do I Create a Portfolio Without Any Real Client Work?”

“How to Explain What You Really Do, Graphic Designer Edition,” *SuperHi*, 2020

“How American Brands are Using Graphic Design to Boost Voter Awareness,” *SuperHi*, 2020

“When the USPS Is In Trouble, Artists and Designers Create Grassroots Efforts to Help,” *AIGA Eye on Design*, 2020

“Pink Hair,” *What Did the 2010s Look Like?* 2020

“Interview with Stacy Horn of Echo,” *Little Chefs*, 2020

## BOOKS AUTHORED

*Becoming A. Banana*, independently published book about the mail artist Anna Banana, distributed by Public Knowledge Books, 2024

## BOOK REVIEWS

Comparative book review for *Made in Patriarchy* by Cheryl Buckley, *On Design, Feminism, and Friendship* by Briar Levit, and *Alphabettes Soup: 2015–2025, Ten Years of Feminist Approaches to Type*. *Design and Culture*, 2026

Book review for *Feminist Designer* edited by Alison Place, *Design and Culture*, 2024

Book review for *Interfaces and Us* by Zachary Kaiser, Design and Culture, 2024

## BOOK FEATURES

“Fan Page,” creative prompt featured in *Thinking about Graphic Design History* by Aggie Toppins, Bloomsbury Publishing, 2025

Notes Screenshot, iPhone note featured in *Notes* by Dirt and Night Gallery, Metalabel, 2025

“Trash Metaphors,” essay featured in *Trash* by Dirt and Draup, Dirt Media, 2024

“Foreshadows: A Series of Slides and Captions,” essay featured in *Remote/Control: Astral Projection in Higher Ed*, edited by Emma Kemp and Adriana Widdoes, East of Borneo, 2021

## PUBLIC ENGAGEMENT

“Retrofuturism: Why an Old Take on the New Makes Brands Stand Out” by Faran Krentcil, interviewed as an expert about Retrofuturism, Wix.com, 2024

“Spotting Machine-made Prose” by Carly Ayres, quoted in article about clues that ChatGPT was used in writing, “Good Graf” on Substack, 2024

AIGA Eye on Design, Design Diaries, 2020

Typewolf.com features, 2016, 2017, 2018, 2019

## PEER REVIEWED PRESENTATIONS

Design Incubation Colloquium 11.1: Boston University, 2024

Presented a peer-reviewed talk, “Faith and Fiction — The impact of AI on spirituality and design”

## SPEAKING ENGAGEMENTS

AIGA NY, Teaching Curious?, 2023

Moderated, planned, and organized an event for designers interested in getting started with teaching. The panel included educators from a range of ages and backgrounds (seasoned tenured professors at research institutions to non-traditional educators without training, skilled at developing vocational online courses)

AIGA NY, Boardie Life Lessons, 2023

Was a panelist on AIGA NY’s Boardie Life Advice event at The Museum of Arts and Design

Podcast guest on “Is Design Neutral?,” 2022

Was a guest on the Design Podcast, “Is Design Neutral?” and talked about biases within web design and interaction design education.

Parsons School of Design, Communication Design Lecture Series,  
Histories in Progress, 2022

Rutgers University, Design Lecture Series

Forgotten Letters: A Look at the Serbian Cyrillic Alphabet Online, 2021

Parsons School of Design, Communication Design, Interaction Design Lecture  
Cyberspace Origins, 2021

## ONGOING RESEARCH PROJECTS

Yugoslavian Internet Archive, 2024

An independent publishing project that explores the disintegration of Yugoslavia through archival web projects.

## External Affiliations

AIGA New York Board of Directors, 2023–2025

AIGA NY is a non-profit that puts on events, organizes resources, and champions the future of design for the design community within New York City. I was the co-leader of the Education work group. While on the committee, I organized, spoke at, and moderated several events, developed opportunities for students to share their work on AIGA NY's instagram, and brought student design writing into the contributions of the end of year event.

International Creative Awards, Judge, 2025

Selected as a judge in the “tech” category for the International Creative Awards in design.

Design Incubation Colloquium 11.2: CAA Peer Reviewer, 2025

Peer reviewer for several abstracts for speakers at the Design Incubation Colloquium.

## Professional Practice

### FEATURED DESIGN PROJECTS

Invisible Nightlife Review for Dirt, expected 2025

I organized a cross-school pitch call between The New School and Dirt, an internet culture publication. The project is a riff on *Invisible Cities* by Italo Calvino and asks students to contribute speculative prose about nightlife in imagined cities. Seventeen students from across Journalism + Design, Communication Design, Creative Publishing & Critical Journalism, and Anthropology submitted pitches and ten were selected. For the design of the anthology, I trained Midjourney off of Flickr creative commons between 2004 and 2007 to create imaginative, speculative “outtake” images to support the student work. The project exists as both a micro-site and as published work on the Dirt publication website.

Wildflowers.garden re-release, 2025

In 2016, I released a net-art project called wildflowers.garden. This website was a meditation on digital painting — I started with marker drawings that I then translated into an interactive web format. Over time, the website became distributed all across pockets of the internet such as are.na. In 2025 I released the project as a collectible artwork housed on a customized USB on Metalabel. The artwork was also licensed for the cover of a famous German chef's upcoming cook book.

Branding and website for Clorinda Antinori, 2024

Branding and web design for a shoe and leather-goods accessories company with luxurious boutiques

all across the United States.

#### Branding and website for abacaxi-nyc.nyc, 2022

Established a memorable and poetic brand identity for independent fashion designer Sheena Sood. The website uses a generative system to “dip dye” the page when you hover over the products, and Sood’s voice is used throughout the project — through language, and quite literally, with audio. This brand has been featured on Vogue, Vogue India, InStyle, Hypebae, Teen Vogue, and The Cut among others.

#### Branding and website for jobs.art, 2018

Designed a brand identity and product for Jobs.Art, a job board for art-adjacent careers. This was started by Art Handler magazine and continues to be a hallmark resource for arts professionals.

### PROFESSIONAL APPOINTMENTS

#### Labud Studio, Partner and Founder, 2018 –

This is the design and development studio I founded with web developer Dylan Fisher. I work with a variety of clients across fashion, publishing, and technology.

#### Sweden Unlimited, Senior Designer, 2017–2019

#### Freelance Design Director and Designer, 2013 –

Select clients: Thinx, Kate Spade, Warby Parker, Neuehouse, BuzzFeed Product Labs, FCB, Watson & Company, Roman, Ready Set Rocket

#### Anna Sheffield, Art Director and Graphic Designer, 2016 – 2017

#### Areaware, Graphic and Packaging Designer, 2014 – 2015

#### The Center for Urban Pedagogy, Public Access Design Fellowship, 2015

#### Everything Studio, Design Intern, 2014

#### Linked by Air, Design Intern, 2013

#### Creative Time, Design Intern, 2012

### University Service

#### Parsons School Curriculum Committee Representative, 2022 –

Hired and project led a team to develop inclusive and progressive syllabi for Design History and Practice; rather than a chronological study of design history, our team created several questions that offer multiple point of views for the past and bring it into the present.

Established a team and managed a team to develop Core 2: Interaction curriculum, with a focus on integrating AI into the workflow and offering a more narrative focused curriculum that speaks to design as a liberal art.

#### Parsons Art, Media, and Technology Search Committee, 2024

Served on two search committees: Assistant/Associate Professor of Interaction Design and

## Assistant/Associate Professor of Synthetic Media and Algorithmic Justice

### Parsons BFA Core 1 Interaction Coordinator, 2023

Served as the coordinator for Core 1 Interaction. Managed a team of part-time faculty, organized and structured the curriculum, and provided ongoing mentorship throughout the semester

### Parsons MPS Communication Design Admissions Committee, 2023

Reviewed applicants for MPS in Communication Design, Fall 2023 entry

### Parsons End of Year Planning Committee, 2022

Served on the end of year planning committee. Organized the first Communication Design reunion event.

### Parsons Thesis Critic, 2022–

Served as a thesis critic for end of year projects within AAS and BFA programs

### Parsons Thesis Critic for Illustration, 2025

Served as a thesis critic for the Illustration design program at Parsons.

### Resources for Career Changers, 2024

Consolidated and distributed resources for career changers, particularly focused on the AAS community at Parsons.

## Fellowships & Continuing Education

### NEW INC. Community Member, 2024–

NEW INC. is an incubator for people working at the intersection of art, design, and technology. I was a community member for the Y11 cohort.

### Writing Space's Design Writing Fellowship, 2023

Participated in the Writing Space fellowship, a program designed to assist non-traditional academics with academic writing, on the book reviews track.

### Teaching English to Speakers of Other Languages (TESOL) Methods Intensive, 2023

Received training and partial certification in a program for developing inclusive pedagogical approaches, especially towards students learning English as a second language.

## Grants

### The New School Cross-School Funding Award, 2024

Received award of \$1,500 to use towards a cross-school workshop. I used it to establish a collaborative workshop with The People's Graphic Design Archive.

### Parsons Art Media and Technology, School Based Research Scholarship and Creative Practice Funding, 2022

Awarded a grant of \$1,438 in School-Based Funds to support a publishing project. I used it to self-publish and distribute a profile on the mail artist, Anna Banana, which compared mail art networks to the early internet. The book was distributed by Public Knowledge Books and is now sold internationally independent book stores including New York's Printed Matter, Skylight Books in Los Angeles and in Good Press in Glasgow.