


Eric J. York

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Communication, Media and Design
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RHETORIC

USER EXPERIENCE

DEVELOPMENT

Education

Ph.D. Rhetoric and Professional Communication	Iowa State University	2015
M.A. English (concentration in Creative Writing)	University of Maine, Orono	2006
B.A. English (minor in Education)	University of Maine, Orono	2003

Appointments

Assistant Professor of Communication Media and Design	Clarkson University	2016—
Assistant Director of ISUComm Courses	Iowa State University	2015—'16
Lecturer of Rhetoric and Professional Communication	Iowa State University	2015—'16
Graduate Teaching Assistant	Iowa State University	2010—'15
Lecturer in English (Ranked)	Husson University	2006—'10
Assistant Writing Program Administrator	Husson University	2007—'09
Adjunct Lecturer in English	Kennebec Valley Community College	2006—'07
Graduate Teaching Assistant	University of Maine, Orono	2004—'06

Development and Administration

Lead Technician, Shipley / ANCA / eCommerce Partnership	Clarkson University	2020—
Lead Technician, Smart Housing Project	Clarkson University	2018—
Webdev and Sysadmin, Communication Media and Design	Clarkson University	2016—'17
Senior Developer / Project Lead / Lead Technician	BreakingEven Inc.	2016—'19
Project Lead, ISUComm Sites	Iowa State University	2013—'16
Online Courses Coordinator and SysAdmin	Iowa State University	2011—'15

Scholarship and Publications

"York, E. J., & Johnson-Eilola, J. (2020). Enduring Designs, Transient Designers. SIGDOC '20: Proceedings of the 38th ACM International Conference on the Design of Communication, 1–8.

"York, E. J. (forthcoming). Service Learning, Participatory Action Research and Web Development during a Pandemic Lockdown. SIGDOC '21: Proceedings of the 39th ACM International Conference on the Design of Communication.

"York, E. J. (forthcoming). Collaborating on the Interface: Rhetorical and Hermeneutic Theory for User Experience Design. In Collaborations and Partnerships in User Experience Design. WAC Clearinghouse. Accepted, awaiting print.

"York, E. J. Deceptive by Design: the Visual Rhetoric of Dark Patterns." Revise and resubmit (*Kairos*).

"York, E. J. Ubiquitous Surveillance in Online Writing Courses: Consequences of Invisible Power." Resubmitted (*Computers and Composition*).

"Rhetoric and the HTML5 Specification Archive: Incommensurability and Phronesis in the 'Living Standard.'" Revise and resubmit (*Poroi*).

"Failing Machines: Sustainability, Scalability, and Continuity in Web Application Development in the Humanities." Seeking placement.

"Thinking Machines: Speculative Rhetoric in the 'Turing Test' for Artificial Intelligence." In progress—accepted by Parlor Press.

"Brokering ISUComm Sites: Toward the Creation of a Large-Scale ePortfolio Platform for Multimodal Composition." *Proceedings of the 32nd ACM International Conference on Design of Communication*. 2014. With Bryan Lutz and Rebecca O'Connell.

"Culture Jams: Critical Media Literacy In The Digital/Multimodal Classroom." *Computers and Composition Online*. Fall 2011 Special Issue.

Authored Grants

\$39,400. "Making Computer Classrooms More Efficient." Liberal Arts and Sciences Computer Advisory Committee (LASCAC). 2014

\$630. "Enabling Mobile Device Testing Across Platforms." Liberal Arts and Sciences Computer Advisory Committee (LASCAC). 2014. With Rebecca O'Connell.

\$32,600. "Putting the Silent-E Back in WOVE." Liberal Arts and Sciences Computer Advisory Committee (LASCAC). 2013.

\$1,000. "Piloting Virtual Peer Review in ISUComm." ISUComm. 2012. With Susan Pagnac, Erin Zimmerman, and Kathy Rose

Selected Web Applications

Clarkson Pep Band Website · Lead Developer and Designer <https://www.clarksonpepband.org>

Smart Housing Energy Dashboard · Lead Technician <https://www.smarthousing.clarkson.edu>

Mount Desert Island Historical Society · Lead Developer and Designer <https://mdihistory.org/>

GiftMDI Local Gift Purchasing · Lead Developer and Designer <https://giftmdi.com/>

ISUComm Courses · Lead Designer and SysAdmin <https://courses.isucomm.iastate.edu/>

ISUComm Sites · Lead Developer and Designer <https://sites.isucomm.iastate.edu/>

ISUComm Pages · Lead Developer and Designer <https://engl.iastate.edu/isucomm/>

Newman Marine Brokerage · Lead Developer and Designer <http://newmanmarinebrokerage.breakingeveninc.com/>

Conference Presentations

"Enduring Designs, Transient Designers." Special Interest Group for the Design of Communication (SIGDOC); 2020.

"Toward a Rhetoric of Deceit: Dark Patterns in UX Design." Association for Teachers of Technical Writing; 2018

"Navigating Identity in Action: How New Instructors Construct Their Professional Teaching Identity." Conference of College Composition and Communication; 2016

"The Learning Management System as Boundary Object: Discontinuity and Transformation." Conference of College Composition and Communication; 2015

"Brokering Across Administrative Boundaries: Provisional Consensus for Building ISUComm Sites." ACM Special Interest Group on Design of Communication; 2014

"Digitally-Mediated Peer Review in Multimodal Composition Courses: Implications for Writing Pedagogies." Conference of College Composition and Communication; 2014

"The Invisible Made Visible: Virtual Peer Review in the Writing Classroom." Conference of College Composition and Communication; 2013

"Learning Management Systems and Writing Program Administration." Great Plains Alliance for Computers and Writing; 2012

"Technical Communication's Role in Language Learning: What Intensive English Courses Have Taught Us." Association for Teachers of Technical Writing. 2012

"Culture Jams: Critical Media Literacy in Multimodal Composition." Conference of College Composition and Communication; 2012

"Underlife, Cell-phones, and the Writing Classroom." Conference of College Composition and Communication; 2010

"Mirrors to the Heart of Poetry: Speculative Language in Laura Riding." University of Maine English Graduate Symposium; 2005

"When the Woods were Commons: An Ethos of Destruction in Maine Poetry." University of Maine Maine Studies Award Symposium; 2004

Workshops and Instructional Presentations

"Rhetoric, Technology, and Boundaries." Rhetoric and Professional Communication Colloquium, 2014

"Web Conventions and Assessing ePortfolios." ISUComm Courses Orientation, 2014

"Getting Started with ISUComm Sites." ISUComm Sites Workshop Series, 2014

"Intro to Teaching with ePortFolios." ISUComm Sites Workshop Series, 2014

"Online Courses Orientation and Tutorials." ISUComm Courses Orientation, 2011, 2012, and 2013

"ISUComm Advanced Communication Online." ISUComm Courses Orientation, 2011, 2012, and 2013

Courses Taught

Clarkson University

2015—

Full-stack Web Development (Comm 429)
Front-end Development for the Web (Comm 329)
Principles of User Experience Design (Comm 229)
Theories of Rhetoric for Business and the Sciences (Comm 210)

Iowa State University of Science and Technology

2010—'15

Technical Communication (Engl 314)
Rhetorical Web Design (Engl 313)
Business Communication (Engl 302)
Honors Written, Oral, Visual, and Electronic Communication (Engl 250H)
Written, Oral, Visual, and Electronic Communication (Engl 250)
Critical Thinking and Communication (Engl 150)

Husson University

2006—'10

Rhetoric and Composition II (Eng 124)
Rhetoric and Composition I (Eng 123)
Approaches to Literature (Eng 112)
College Writing (Eng 111)
Writing Workshop (Eng 091)
Critical Thinking and Communication (Eng 150)

Kennebec Valley Community College

2006—'07

Business and Professional Writing (Eng 219)

University of Maine, Orono

2004—'06

Creative Writing (Eng 205)
College Composition (Eng 101)

Writing and Research Awards

Graduate Research Excellence Award	Best Dissertation	2015
W. Paul Jones Scholarship	Best Article in Rhet./Comp.	2012
Steve Grady Award	First Place, Poetry	2006
Maine Studies Award	Best Article on a Maine Theme	2006
Steve Grady Award	First Place, Fiction	2005

Professional Service

Clarkson University

Faculty Senate, Arts and Sciences	2020—
Data Governance Policy Committee	2021—
Faculty Governance Committee	2020—'21
Information Technology Committee	2019—
Co-director, Audio/Usability Lab	2017—
Curriculum Revision Committee	2016—'18

Iowa State University of Science and Technology

ISUComm Technology Committee	2012—'15
ISUComm Curriculum and Activity Committee	2012—'15
Liberal Arts and Sciences Computer Advisory Committee	2012—'15
Rhetoric and Professional Communication Phorum; Faculty Liason	2011—'12
Rhetoric and Professional Communication Area Group Committee	2011—'13

Husson University

Co-authored and administrated curriculum for English 091 and 123	2008—'09
Authored and administrated curriculum for English 124	2008
Placement Assessment Developer and Co-coordinator	2008—'09
Faculty Evaluation and Development Committee	2006—'08
Faculty Handbook Committee	2006—'08
Basic Writing Committee	2008—'10
Writing Across the Curriculum Committee	2008—'10

University of Maine, Orono

Policy Advisory Committee	2004—'06
Writing Center Tutor	2004—'06

Teaching and Leadership Awards

Dean's Commendation for Excellence in Teaching; 2016, 2017, 2018
Graduate Teaching Excellence Award; 2013
Freda Hunke Endowment Scholarship; 2010
Alice T. Ayerling Foundation Leadership Scholarship; 1996

Technical Proficiencies

User experience research, design, and testing
Graphic design and front-end development
System administration and server-side development