

**Johanna Goldfeld**

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**Education**

**Fashion Institute of Technology**, State University of New York, May 2006  
M.A. in Exhibition Design (G.P.A: 3.8)

**New York University**, College of Arts and Science, cum laude, May 2000  
B.A., Major: Art History, Minor: Studio Art

**Design Work**

**Johanna Goldfeld Design, LLC, Principal**, September 2006–present  
Design firm specializing in graphic and exhibition design for museums and cultural organizations.  
Projects include:

- **The Forbes Galleries**, New York City: Temporary exhibitions, 2006–present  
To date, have designed and managed exhibition and print graphics, color schemes, and layout of artwork, for nearly fifty temporary exhibitions of painting, decorative arts, and sculpture
- **National Archives**, New York City and Boston, 2010–2012  
Designed Inaugural exhibition graphics and wayfinding for the National Archives, New York at the Custom House in lower Manhattan (opens September 2012) and for the National Archives, Boston (opened April 2011)
- **Association for the Study of Jewelry**, New York City: *International Art Jewelry*, 2011  
Created fifty-page catalogue showcasing jewelry from the Art Nouveau, Arts & Crafts, and Jugendstil movements by designers from more than six different countries (printed October 2011).
- **Connecticut Historical Society**, Hartford, CT: *Making Connecticut*, opened May 2011  
Developed and implemented graphic system including over 150 text panels, images, maps, and charts, for a new permanent exhibition showcasing artifacts from the nineteenth- and twentieth-centuries, occupying 2,000 square feet of gallery space
- **Museum of Biblical Art**, New York City: Public programs brochures, 2011–present
- **American Friends of the Louvre**, New York City: Invitations, September 2010–present
- **Pfizer, Inc.:** Graphic panels at Pfizer Headquarters, 2006–present
- **Smilow Gallery, NYU Medical Center:** *Mark Podwal's Doctored Drawings*, 10/23/08–3/1/09
- **Yeshiva University Museum, NYC:** *The Story of Joseph: Unveiling the Text*, 11/19/06–3/25/07

**Prior Employment**

**Metropolitan Museum of Art, NYC** June–August, 2006  
*Roswell L. Gilpatric Intern*, Design Department  
Digitally edited images for architectural plans, created 3D renderings, and attended design meetings

**Resnicow Schroeder Associates, NYC** February 2004–June 2005  
*Assistant Account Executive*  
Developed and implemented communication strategies for clients including: Museum of Fine Arts, Houston; Princeton University Art Museum, and Detroit Institute of Arts

**The Jewish Museum, NYC** August 2000–January 2004  
*Exhibition Assistant*  
Selected work for exhibition, coordinated loans, wrote text panels, edited audioguide text, secured copyright permissions, and participated in exhibition and graphic design process

**Published Writing**

***Masterworks of The Jewish Museum*** (Yale University Press, 2004)  
Wrote essays on Albert Bloch, Louis Faurer, Nan Goldin, Adolph Gottlieb, Nancy Spero, and Weegee

***New York: Capital of Photography*** by Max Kozloff (Yale University Press, 2002)  
Wrote biographies of sixty twentieth-century photographers

**Skills**

Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Quark, Vectorworks, Microsoft Office Suite (Word, Excel, Powerpoint, Access), Dreamweaver, HTML, CSS  
Basic knowledge of 3D Studio Max, AutoCAD, and The Museum System

**Additional Academic Experience**

Yeronisos Island Expedition, Agios Georgios, Cyprus, Summer 2000  
New York University, Study Abroad in Florence, Italy, Fall 1998