

KRISTIN GECAN

krist.ing

kristin@krist.ing

linkedin.com/in/kristingecan

id.iit.edu

SUMMARY

Strategic content and editorial leader with 15+ years translating complex research and ideas for professional and public audiences in higher education, nonprofits, and the classroom. PhD researcher examining the intersection of AI literacy, human agency, and editorial strategy for public benefit. Builder of content ecosystems, thought leadership platforms, and content franchises. Experienced managing cross-functional and matrixed teams and engaging senior executives, faculty, board members, and external stakeholders.

PROFESSIONAL EXPERIENCE

Assistant Dean & Senior Director of Content

2018–Present

Institute of Design at Illinois Tech, Chicago, IL

- **Editor-in-chief of id.iit.edu**, building and leading all content strategy, editorial operations, and knowledge translation for a distinct and internationally recognized graduate school of design
- **Architect content ecosystem approach** connecting graduate school, research labs, publications, podcast, public programs, and digital platforms
- **Commission, develop, and edit six books and reports**, translating research for non-academic audiences with intellectual rigor: *Impact by Design* (2026), “Taking Responsibility in the Age of AI” (2024), “Lead with Purpose” (2020)
- **Create Shapeshift platform** and drive all content and communications for the 2025 Summit focused on Responsible AI, convening researchers, executives, and practitioners to develop shared frameworks for responsible AI adoption
- **Create, host, and produce *With Intent* podcast**—a multimodal content franchise ranking in the top 15% of podcasts globally and focused on strategic design, encompassing public conversations and panel discussions featuring researchers, practitioners, and executives
- **Develop and manage high-visibility external partnerships** including Fortune, Google Arts & Culture, Chicago Humanities, New European Bauhaus, and Bauhaus Centennial
- **Conduct audience research** and apply intelligence to inform editorial priorities, content strategy, and channel mix across owned, earned, and digital platforms
- **Lead Institute of Design brand redevelopment with COLLINS**, resulting in seven industry awards and a design patent (U.S. Patent No. D1,090,688, 2025)
- **Direct endowed programming** including the Lucas J. Daniel Series and Latham Fellowships; manage budgets, faculty contributions, operations, and promotions
- **Orchestrate team** of content, design, and digital specialists

Associate Director of Editorial

2014–2018

University of Chicago, Chicago, IL

- **Directed editorial team** for university’s in-house creative agency; received three promotions, ultimately serving on senior leadership team
- **Client lead, copywriter, and project manager of award-winning creative**, including annual reports, websites, fundraising materials, video scripts, and digital campaigns for audiences ranging from prospective students to major donors
- **Developed brand strategy methodology and data-driven messaging frameworks** adopted across university communications
- **Honored by CASE Circle of Excellence Awards**: Gold, Multi-Institution Collaborative Programs (2015); Silver, Promotional Publications (2018)

Interim Media and Marketing Director

2009–2014

Poetry Foundation, Chicago, IL

- Directed all communications for one of the largest literary organizations in the world
- Grew social media audience to 340K+ followers across four then-new digital platforms through audience intelligence and data-led content strategy
- Managed earned and paid media, securing coverage in *The Economist*, NPR, and beyond, and developing partnerships with the PBS NewsHour and *The New York Times*
- Prepared National Magazine Award submissions, resulting in four awards and eight nominations

Associate Editor and Bilingual Research Coordinator

2007–2009

Cision, Chicago, IL

- Researched and updated broadcast media database for francophone North America
- Wrote weekly feature articles on communications best practices for PR professionals

RESEARCH IN PROGRESS

Ekphrastic Co-Writing for Design Literacy (IRB-2025-129, 2023–Present) Workshop-based intervention research examining how collaborative writing practices develop design literacy, critical thinking, and human agency in AI-augmented environments. Methods include pre/post assessment, qualitative interviews, autoethnography, and NLP text analysis.

- **Philosophy of Human-Technology Relations Conference** (TU Delft, The Hague). Paper Presentation: “The Futures We Forgot: Reopening the Collective Closures in Personal Technologies to Strengthen Human Agency” (Upcoming 2026).
- **Feminisms and Rhetorics Conference** (University of New Hampshire). Workshop Facilitator: “Articulating Artifacts and Picturing Possibilities” (2025).
- **Image Conference** (Université Paris 1 Panthéon-Sorbonne). Remote Workshop Facilitator: “Articulating Artifacts and Picturing Possibilities,” (2025).
- **Writing Innovation Symposium** (University of Wisconsin-Milwaukee). Flash Talk: “Is It Cake? A Potluck Approach for Ekphrastic Co-Writing and Design Literacy,” (2025)
- **Watson Conference on Rhetoric and Composition** (University of Louisville). Invited Participant: “What’s Attention Got to Do with It?” (2024)

EDITORIAL LEADERSHIP

- Editor, **ID Resource Library** and Institutional Research Reports, *Impact by Design* (2026); *Design as Activism* (2024); “Taking Responsibility in the Age of AI” (2024); *Where Must Design Go Next?* (2023); “Lead with Purpose” (2020)
- Peer Reviewer, *CoDesign: International Journal of CoCreation in Design and the Arts* (2025)
- Editorial Contributor, “Tomorrow’s Critical Design Competencies,” *She Ji: The Journal of Design, Economics, and Innovation* (2020)
- Nonfiction Editor and Book Reviewer, *Chicago Review* (2015–2018)

EDUCATION

PhD in Design | Institute of Design at Illinois Tech 2028

Focus: Writing pedagogy, multiliteracies, and AI literacy; strengthening human agency in AI-augmented environments

MA in Humanities | University of Chicago 2017

Focus: Creative Nonfiction Writing and Art History | Corbel Scholarship for exceptional academic promise

Certificate in Professional Editing | University of Chicago 2017

Certificate in Nonprofit Board Leadership | University of Chicago 2014

BA in English Writing and French | Illinois Wesleyan University 2004

**AWARDS &
DISTINCTIONS**

- **Emerging Scholar Award**, Seventeenth International Conference on The Image, Nanyang Technological University, Singapore (2026)
- **Design Patent**, U.S. Patent No. D1,090,688 (2025) – typeface design for Institute of Design brand identity, with COLLINS
- **Seven industry awards for Institute of Design rebrand** with COLLINS, including D&AD Graphite Pencil, Branding Category (2023)
- **Corbel Scholarship** for exceptional academic promise, University of Chicago (2017)

SERVICE

The Delivery Fellowship, Board Member	2026–Present
Eschtivus Foundation, Volunteer	2010–2025
Snow City Arts, Auxiliary Board Member	2015–2017
<i>Chicago Review</i> , Nonfiction Editor	2015–2018

**SKILLS &
TOOLS**

AI & LLM platforms: ChatGPT, Claude, Midjourney, NotebookLM, Perplexity
Editorial & content: Developmental editing, long-form editing, substantive editing, content ecosystem architecture, content franchise development, multimodal storytelling, narrative strategy, audience intelligence, data-led content strategy, brand voice, podcast production
Digital platforms: WordPress, Squarespace, Expression Engine, GatherContent, Adobe Acrobat, Figma
Social & newsletters: Hootsuite, MailChimp, MyEmma, Sprout Social
Productivity & PM: Asana, Basecamp, Google Workspace, Microsoft Office Suite, Notion
Programming: Python (introductory; research applications including NLP and computational text analysis)
Languages: English (native), French (fluent)