

Joanna Seifter

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I am a museum public programmer and art critic with a strong academic foundation in museum studies, modern and contemporary art history, and studio art. My background is complemented by extensive experience in developing and leading public programming, conducting academic and audience research, and operating arts administrations. I am committed to advancing the role of museums as accessible spaces for education, community development and civic engagement.

Professional Experience

Creating Futures that Work

New York, NY

Museum Workshop Designer and Leader

October 2024 - present

- Designs museum workshops for business professionals, non-profit leaders, board members and executive coaches, using visual arts to develop observational skills.
- Leads programs at major museums, including Voyage of Discovery at the Whitney Museum (NY) and The Art of Future Ready Leadership at the High Museum (Atlanta).

The Brooklyn Rail and Tussle Magazine

New York, NY

Published Art and Film Critic

January 2023-present

- Thoroughly researches and writes analytical reviews of modern and contemporary art exhibitions and events at the Metropolitan Museum of Art, Museum of Modern Art, and other leading art institutions.

Hebrew Union College, NY

New York, NY

Program Administrator

August 2022-present

- Coordinates departmental operations, including organizing meetings, planning events, lectures, recitals, and managing classroom and event scheduling.
- Serves as lead logistics coordinator for multi-day student retreat, overseeing travel, accommodations, vendor relationships and program coordination.
- Manages communications by producing weekly campus newsletters and facilitating collaboration across departments between the New York, Cincinnati, and Los Angeles campuses.
- Prepares contracts and payment authorization forms; maintains and reconciles departmental budgets.

HG&Co; American Museum of Natural History, National Museum of the American Indian and FDR Library

Data Collector and Researcher

July 2022-present

- Conducted visitor studies for the American Museum of Natural History's redesigned map, including administering exit interviews, transcribing responses, and inputting data for analysis.
- Interviewed visitors at the National Museum of the American Indian and the FDR Presidential Library to evaluate audience demographics, marketing effectiveness, and visitor engagement strategies.
- Researched the application and impact of augmented reality (AR) programs in museum settings, contributing to the La Brea Tar Pits' AR initiative review and "XR in Museums: A Review of the Current State of the Field" by Kate Haley Goldman and Madeleine Pope.

Van der Plas Gallery

New York, NY

Gallery Assistant

June 2019-August 2019

- Recruited both emerging and established artists for exhibitions, including *Summer Salon*, *Between Reflection and the Shadow*, and *Blue, Yellow, Red*.
- Installed artwork, wrote didactics, assisted with event coordination and photography at exhibition openings while liaising with visitors, and managed the gallery's social media presence.

Minnesota Children's Museum

St. Paul, MN

Studio Museum Educator Intern

January 2019-May 2019

- Led hands-on Studio activities for children and adults to promote creative exploration through sensory experiences, daily prompts, Ozobots, crafts, and open drawing sessions; trained Museum volunteers in best practices for audience engagement.
- Developed and implemented new educational programming, including a reference binder, prompt booklet, zine rack, and an "Artist of the Month" feature.
- Supported visiting teaching artist Shakun Maheshwari's *Rangoli* workshops by assisting with visitor engagement, managing setup and cleanup, and encouraging participation from hesitant attendees.

Pollock-Krasner Foundation

East Hampton, NY

Tour Guide and Assistant

May 2018-August 2018; May 2019-August 2019

- Compiled databases and updated the Foundation's Past/Perfect archives; wrote artist biographies and object didactics.
- Gave tours of Jackson Pollock and Lee Krasner's shared home and barn studio while discussing their art, contextualizing the Abstract Expressionist movement and answering questions; welcomed visitors at the House's front desk.

Volunteer

New York City Museum Educators' Roundtable

New York, NY

Editorial Conference-Planning Committee Member

September 2023-present

- Writes requests for proposals, develops the conference schedule for over sixty panelists and hundreds of attendees, composes email blasts, supports participating museum educators and coordinates onsite logistics for presentations.

New York University, Graduate School of Arts and Sciences

New York, NY

Thesis Mentor

Spring 2023-present

- Provides feedback for graduate students as they develop their presentations for NYU's annual Threesis competitions.

Education

New York University – Graduate School of Arts and Sciences

MA: Museum Studies, May 2022

Thesis: From Egyptian Tombs to Men's Boxers: How the Metropolitan Museum Transformed Hippopotamus into William

1st Prize: NYU Graduate School of Arts and Sciences' 2022 Threesis Competition

Honorable Mention: Best Master's Thesis, awarded by NYU's Museum Studies Program

Macalester College

BA: Art History, Education Studies, May 2020

Skills and Core Competencies

- Public programming, museum education, studio art education, and curricular development
- Visitor studies, audience engagement strategies, and program evaluation
- Collections management; passion for object-centered research, presentation, and interpretation
- Collaborative, detail-oriented, organized, self-starter
- Project management and volunteer coordination
- Arts and academic administration
- Computer and digital media skills, including proficiency in Microsoft Office Suite, Google Suite, and Adobe Creative Suite
- CRM and database management skills, including proficiency in Past/Perfect, AirTable, Oracle, and Salesforce
- Development of stakeholder partnerships; donor stewardship
- Operations management, logistics, event planning, and scheduling
- Contract preparation and vendor management
- Copywriting and social media outreach; proficiency in Canva, Sharepoint, Wordpress, and MailChimp