

# 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, 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, and bring a multifaceted interdisciplinary background, rigorous research skills, strategic project management, and passion for the arts to every project.*

## Professional Experience

### Creating Futures that Work

*Museum Workshop Designer and Leader*

**New York, NY**

*October 2024 - present*

- Designs museum workshops for business professionals, non-profit leaders, board members and executive coaches, using visual arts to develop observational skills.
- Led 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

*Art and Film Critic*

**New York, NY**

*January 2023-present*

- Thoroughly researches and writes analytical reviews of modern and contemporary art exhibitions, art events and films.

### Hebrew Union College, NY

*Program Administrator*

**New York, NY**

*August 2022-present*

- Provides executive administrative support to Rabbi David Adelson (Campus Dean and Director of the Rabbinic School), Cantor Jill Abramson (Director of the Debbie Friedman School of Sacred Music), and Rabbi Rachel Gross-Prinz (Dean of Student Life).
- Coordinates departmental operations, including organizing meetings, planning events, lectures, recitals, and managing classroom and event scheduling.
- Serves on the Kallah student retreat planning committee, overseeing interstate travel logistics, accommodations, and program coordination.
- Manages internal communications by producing weekly campus newsletters and facilitating collaboration between the New York, Cincinnati, and Los Angeles campuses.
- Supports the Registrar's office by collaborating on cross-campus course offerings.
- 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 Franklin D. Roosevelt 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

*Gallery Assistant*

**New York, NY**

*June 2019-August 2019*

- Created a welcoming atmosphere for visitors by greeting attendees, answering inquiries, engaging in discussions about the artwork; assisted with event coordination and photography at exhibition openings.
- Recruited both emerging and established artists for exhibitions, including *Summer Salon* and *Blue, Yellow, Red*.
- Installed artwork and managed the gallery's social media presence by composing posts for Instagram, Twitter, and Facebook, and designing promotional materials, including banners, using Canva for exhibitions such as *Between Reflection and the Shadow* and *Blue, Yellow, Red*.

## **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*

- 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
- Wrote artist biographies and object didactics, compiled databases and updated the Foundation's Past/Perfect archives

## **Volunteer**

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### **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, 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 Thesis competitions

## **Education**

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### **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

*1<sup>st</sup> Prize:* NYU Graduate School of Arts and Sciences' 2022 Thesis Competition

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

### **Macalester College**

BA: Art History, Education Studies, May 2020