Jill A. Hertel, MFA

Senior Academic Professional

Campus Location: School of Literature, Media, and Communication, Room 337,

404.894.2730

https://lmc.gatech.edu/people/person/jillann-hertel

RESEARCH INTERESTS

Jillann Hertel's research and creative practice explore the relationship between artistic production, media-making, and professional development in higher education. Drawing on decades of experience in arts curation, programming, and multimedia production — spanning photography, music, film, and performance — she investigates how experiential, production-oriented learning environments prepare students to become skilled, critically engaged creative professionals. Through founding and directing the Creative Career Origination Lab (CoLab) at Georgia Tech, she has developed a practice-based approach that merges industry expertise with academic inquiry, examining how real-world creative projects — including written, web-based, and print content — cultivate students' artistic voices while building the professional portfolios and problem-solving capacities they need to launch careers. Her work is driven by an interest in how the arts and creative practice can be more fully integrated into research university settings, and how bridging the gap between studio craft and career readiness empowers the next generation of media makers and communicators.

TEACHING INTERESTS

Jillann Hertel's teaching is rooted in the belief that the classroom should function as a working studio, where students learn by producing real deliverables for real audiences. In courses such as Senior Portfolio and Media Portfolio, she guides undergraduate and graduate students through the process of curating, refining, and presenting their creative work to prospective employers and collaborators — treating portfolio development not as a final exercise but as an ongoing practice of self-reflection and professional identity formation. Hertel emphasizes mentorship, building authentic networks, and the development of creative confidence, equipping students not only with

technical and communicative abilities but with the professional resilience and adaptability needed to thrive in evolving creative industries.

EDUCATION

MFA in Art Writing   May, 2011
School of Visual Arts   *New York, New York*

B.A. in English - Film & Media Studies   May, 2001
University of Florida   *Gainesville, FL*

ACADEMIC APPOINTMENTS

Georgia Institute of Technology   **2013 - Present**

    Senior Academic Professional   2020 - Present

    Creative Director/CoLab Director   2016 - Present
    School of Literature, Media, and Communication

    Program Advisor and Arts Coordinator   2014 - 2018
    School of Literature, Media, and Communication

    Academic Professional and Program Advisor   2013 - 2015
    School of Literature, Media, and Communication

School of Visual Arts   **2006-2011**

    Advisor, BFA Film and Animation

RECENT CREATIVE/SCHOLARLY OUTPUT

Invited Speaker, Design Thinking for Change, Culture and Leadership Development, 2025.

Curator, permanent exhibition A.French Building, 2025.

Designed Capstone Course for a new major in Arts, Entertainment, and Creative Technologies for USG approval of the new B.S. degree, 2025.

Design Team Member for new major in Arts, Entertainment, and Creative Technologies, 2024-2025.

Host/Speaker/Organizer: Microsoft Careers in UI/UX, & Content Design featuring four panelists from Microsoft, 2024.

Vision Presentation Designer, for *University Research Enterprise,* Shannon Yee, PhD, 2023.

Designer/Consultant, Arts Strategic Plan, Georgia Tech 2022-2024.