

Kayleigha Zawacki

Storyteller, Project Manager, and Artist

RELATED POSITIONS

Marketing Manager - Smarter Healthcare Partners (April 2023-Present)

Re-design and construction of company website, management of social media campaigns, overhaul of branding and company messaging. Graphic design for web, print, and company apparel. Copywriting for the website, e-newsletter, and social media posts. Photography, photo editing, and digital animation to create a library of digital assets.

Co-founder/Co-owner - Science Division LLC (2019-Present)

Construction of an app-enabled Tribble (an alien pet from *Star Trek*TM) prototype using an Arduino microcontroller, modular electronic components, and online tutorials. Negotiation of licensing agreements and coordination with app developers, manufacturers, freight forwarders, and legal consultants to found Science Division for the purpose of transforming the prototype Tribble into a real-world product available to other *Star Trek*TM fans. Financial, logistical, social media, and customer service management. Content creation, product photography, copywriting for social media, product listings and the company blog. ScienceDiv.com website construction and maintenance. Creation, organization, and hosting of live-streamed online conventions.

Event Lighting Project Manager - Event Illuminations (2015-2023)

Management of freelance lighting crews on live event job sites. Collaboration with other industry professionals to facilitate cohesive designs and seamless executions. Onsite problem solving. Communication with clients as a company representative to ensure their satisfaction with the work.

OTHER SELECTED WORK EXPERIENCE

- Lighting Designer/Director (2011-Present) and Scenic Designer/Technical Director (2016-Present) - Boston University Academy
- Lighting Designer/Director - American College Dance Association New England Regional Conference (2014, 2018)
- Lighting Designer/Director - Boston Theatre Marathon XVII, produced by Boston Playwrights' Theatre (2015)
- Lighting Designer, including creation of 2022 rep digital magic sheet (2022-Present) - Isabella Stewart Gardiner Museum

ART INSTALLATION AND EXPERIENCE DESIGN SELECTED WORKS

Panthera tigris (2021) - Boston, MA

An immersive multimedia designed experience utilizing scenery, lighting, projection, sound, and animation combined with repurposed materials to explore the impact of cohesive storytelling as a motivator for change.

Light Conversations (2014) - Boston, MA

An art gallery of mixed-media pieces incorporating light as an artistic medium with sculpture, photography, and painting to inspire conversations about current social issues.

Between the Crimes (2014) - Boston, MA

An installation in Back Bay eyewear shop, Spectacle, featuring sculptures of Boston landmarks with glowing windows crafted from positive *Boston Globe* news articles to encourage viewers to consider the lens through which we view the world.

ADMINISTRATIVE SKILLS

Microsoft Office, Google, and Adobe Creative Suites; Video Conferencing; Event Management; Personnel Management; HTML; Website Design and Maintenance; Graphic Design; Business Management and Logistics; Customer Service; Copywriting

DESIGN AND OTHER SPECIAL SKILLS

Lighting Design; Scenic Design and Carpentry; Sound Design; Projection Design; Storytelling and Dramaturgy; Theatre Education; Vectorworks; Lightwright; Augment3d Virtual Rendering; WATCHOUT; QLab; GMAW Welding; Video Editing; Photography

EDUCATION AND AWARDS

MFA in Lighting Design - Boston University - Boston, MA

BFA in Theatre Design with a Lighting Concentration - Boston University - Boston, MA (Summa Cum Laude)

Boston University Arts Initiative Graduate Art Research Grant 2020 - Awarded for *Panthera tigris* by the Boston University Provost's Arts Council Committee. Criteria for graduate arts research funding include potential impact and project feasibility.

Esther B. and Albert S. Khan Career Entry Award 2014 - Based on "artistic talent and personal statements about their role as an artist in society, their concern for social issues, and their vision for how they will use the award to help launch their career."