

Larissa Babak

For my contact information, please use the “Contact” page to get in touch.

◆ www.larissababak.com ◆

Work Experience

Writing Instructor

August 2019 – present

Henry Ford College; Dearborn, MI

- Serves as the Instructor of Record for ENG 131: Introduction to College Writing
- Evaluates student writing, and creates lesson plans, assignments, and rubrics
- Introduces students to various forms of writing, including resumes, academic essays, emails, and multimedia.

Writing Instructor

August 2018 – May 2019

Michigan State University; East Lansing, MI

- Created and presented lectures, activities, and conversations in two sections of WRA 101 - Writing As Inquiry
- Designed lesson plans, assignment sheets, and evaluation rubrics using the Google Suite and Microsoft Office, as well as additional interactive digital tools
- Provided individualized feedback on student writing assignments
- Updated the course website in MSU’s learning management software (D2L)
- Mentored 2 students to successful completion of Honors College project requirements

Media Coordinator

August 2017 – August 2018

The Writing Center at the Michigan State University; East Lansing, MI

- Implemented an extensive content strategy plan that is currently used by the Writing Center’s media team
- Managed a re-design project of the Writing Center’s website in Wordpress
- Served as a project manager and scriptwriter for the “Intro to the Writing Center” video project
- Collaborated with fellow media committee members to establish the Writing Center’s digital presence on social media websites

Educational Technology Researcher

August 2018 – May 2019

College of Arts & Letters (MSU); East Lansing, MI

- Designed fully accessible instructional materials in the Google suite on working with augmented and virtual reality technologies
- Presented research at MSU’s Fall 2018 AR/VR Symposium with colleagues
- Documented and analyzed the project management practices of CAL’s Educational Technology team

Visual Designer*August 2018 – May 2019*

Writing, Information, and Digital Experience Research Lab (MSU); East Lansing

- Created t-shirts, stickers, business cards, flyers, and digital graphics in the Adobe Creative Suite to promote WIDE's Sherlockian project using the Adobe Creative Suite
- Researched printing companies for promotional materials, and presented research to the Sherlockian team
- Provided content strategy support, such as writing website features
- Designed instructional diagrams in Powerpoint alongside WIDE's Director

Writing Consultant*August 2017 – May 2019*

The Writing Center (MSU); East Lansing, MI

- Advised students on revisions to their written communications, including essays, resumes, cover letters, Powerpoint presentations, and videos
- Developed and updated the curriculum for 15 workshops in Google Slides, and presented these workshops for various university classes and organizations
- Prepared individualized client report forms of student consultations

Marketing Communications Specialist*June 2016 – August 2017***Marketing and Social Media Assistant***September 2015 - June 2016*

Feinberg Consulting, Inc.; West Bloomfield, MI

- Developed content strategies, style guides, and social media strategies in collaboration with the company's marketing department
- Designed brochures, bookmarks, social media graphics, and videos using the Adobe Creative Suite
- Led the company's marketing internship program, including the design of curriculum, daily mentorship, and regular evaluations

Education

M.A. in Digital Rhetoric & Professional Writing, 4.0*May 2019*

Michigan State University, East Lansing, MI

Selected Publications

- Babak, L., & Lauren, B. (2019, May 14). Looking back to "Sound in/as :: Memory and Place" at SSRW 2018. In *Textshop Experiments, Vol. 6*.
- Babak, L., & Gibbons, J. (2018, August 3). UX Approaches for Museum Contexts: Evaluating a Museum's Participatory Elements. In *Proceedings of the 36th ACM International Conference on the Design of Communication* (p. 12).

B.A. in Writing (Minor in Art History), 3.8*July 2015*

Frederick Meijer Honors College; Grand Valley State University, Allendale, MI

A.A. in Liberal Arts, 3.8*April 2013*

Henry Ford II Honors Program; Henry Ford College, Dearborn, MI