PATRICIA **ROUTH**

EDUCATOR, VISUAL CULTURE SCHOLAR AND NEW MEDIA ARTIST

🖼 Website

📝 My blog

I have extensive experience in digital visual culture, media representations, user experience (UX), and user interface (UI) design, as well as a long history of new media art practice. My research and practice focus on innovative methods to explore how media influence our world. I am currently a Doctoral Researcher at the Centre for Addiction and Mental Health Research within the Faculty of Health Sciences at the University of Hull. My project, which is part of the Suicide Prevention and Social Justice cluster, investigates the connection between suicide and the media. This work further develops my interdisciplinary expertise in visual art, media, and social sciences.

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🚀 EXPERIENCES

RESEARCHER CAMR

University of Hull - Since June 2025 - Full-time - Kingston Upon Hull - United Kingdom

This research critically examines how traditional and digital media, such as social media and AI chatbots, shape suicide narratives and influence public attitudes. Using multimodal discourse analysis and psychological autopsy methods through a social justice lens, it aims to improve mental health outcomes and inform prevention strategies.

NEW MEDIA ARTIST, CREATIVE DIRECTION

Freelance - Since January 1985 - Freelancer - United States & - United Kingdom

- As a freelance specialist, I possess extensive expertise in various fields, including digital imagery, web design, web usability, web content, video production, and technology. I specialise in delivering immersive and interactive content that effectively engages audiences. Additionally, I provide valuable insights on audience strategy and branding to help businesses establish a strong identity and reach their target audience more effectively.
- My creative work has been showcased and broadcast worldwide in various commercial and fine art environments.

ASSISTANT PROFESSOR - COURSE DIRECTOR, MA MEDIA MANAGEMENT, THE SCHOOL OF ARTS & CREATIVE INDUSTRIES (SACI)

Coventry University - August 2021 to June 2025 - Full-time - Coventry - United Kingdom

Former Assistant Professor and Course Director for MA Media Management at Coventry University's SACI, responsible for course development, teaching core modules, and leading research projects. Also led a College of Arts and Sciences cluster module franchised by the RSA.

LECTURER IN FILM & MEDIA PRODUCTION, SCHOOL OF MEDIA AND PERFORMING ARTS

Coventry University - September 2019 to August 2021 - Coventry - United Kingdom

I led and supported modules and projects for the BA (Hons) Media Production course.

MA DISSERTATION SUPERVISION, DIGITAL MEDIA & SOCIETY

University of Sheffield - March 2019 to October 2020 - Part-time - Sheffield - United Kingdom

- External supervision of MA Dissertation students
- Supervision of both Practice-based and Theoretical Research

LECTURER, FACULTY OF TECHNOLOGY

De Montfort University - August 2018 to January 2020 - Part-time - Leicester - United Kingdom

Founding Module Leader -Foundation Media.
Designed all lecture materials, workshop content as well as the assessment criteria and assignments for:
- Image Analysis and Production
- Web Content and Management.

LECTURER, ART'S AND HUMANITIES

Nottingham Trent University - August 2016 to June 2019 - Part-time - Nottingham - United Kingdom

- Lead and contributed to modules, lectures, seminars and workshops in Media Production, Employability and Contemporary Media Theory and Critical Studies.
- Module Leader:
  Media Practice in the Workplace
- Dissertation Supervisor for BA , BAM and MA dissertaions.
- Academic Advisor for Personal Tutor Group. Provide academic and pastoral support to students through their academic journey at NTU.

RESEARCH ASSISTANT, THE SCHOOL OF SOCIAL SCIENCES, WISE

University of Hull/ Walk Free - March 2014 to July 2014 - Part-time - Hull - United Kingdom

Perform advanced web searches for instances of modern slavery for Walk Free Project on Global Slavery Index.

DEMONSTRATOR

University of Hull, School of Art and New Media - October 2012 to July 2013 - Part-time - Scarborough - United Kingdom

- Mentor students to produce digital art and video productions within a range of social and artistic contexts that were critically and analytically rigorous.
- Submit attendance reports, liaises with course lecturer to access students skills and ensure all necessary equipment is functioning properly and provide access to production studios.

DIRECTOR INFORMATION DESIGN & ARCHITECTURE

Various - December 1999 to May 2009 - Full-time - California - United States

- Lead the creative front-end UI & UX design and structure.
- Developed taxonomy and usability design for e-commerce sites.
- Researched and initiated usability tests.
- Oversaw development of digital content.

DIRECTOR, CAROLYNE ROEHM DIGITAL ARTS CENTER

Washington University, School of Art - August 1994 to March 2000 - Full-time - St. Louis

Oversaw direction of technology, purchases and improvements, as well as scheduling and training of technical staff of multi-campus digital media facility devoted to creative pursuits. Provided instruction for students, faculty and staff in computer and digital media laboratories devoted exclusively to digital art making and creative endeavours for the Sam Fox School of Art and interdisciplinary collaborations within University and community.

COMPUTER ARTIST

Washington University School of Medicine - January 1991 to August 1994 - St. Louis - United States - Missouri

Provided Medical illustration, Clinical photography, Photography and Digital Graphic design/illustration for the Physicians and Scientists of Washington University School of Medicine. Worked on representations for PCR and the Human Genome project.

LIVE CHARACTER GENERATOR OPERATOR/ CAMERA OPERATOR

International Alliance of Theatrical and Stage Employees, Local 514 - September 1985 to December 1990 - St. Louis - United States - Missouri

Represented by local 154, I was contracted by various local and statewide companies and organisations to provide live video character generation, video and photographic camerawork as well as early digital graphics.

⛁ EDUCATION

- **September 2024 to 2028** - University of Hull, School of Psychology and Social Work - PhD
Suicide Prevention and Social Justice, PhD Cluster, Suicide and Media project.

- **2014** - University of Hull - PGCert
Postgraduate Certificate in Research and Innovation Leadership

- **September 2010 to September 2011** - School of Art and New Media, University of Hull -
MSc
Master of Science, Digital Media

- **September 1981 to August 1985** - Kansas City Art Institute - BFA
Experimental Media

⚙ SKILLS

RESEARCH
- Media Studies
- Representation
- Discourse Analysis
- Semiotic analysis
- Visual Culture
- Digital Media Cultures
- Relational Aesthetics
- Identity
- Vernacular and Autodidactic Art
- Memory
- Machine gaze
- The Uncanny Valley.
- Performativity
- Aesthetics
- Play
- Subversion
- Experimental narratives

INTERACTIVE AND IMMERSIVE MEDIA
- Content Strategy
- Branding and Personas
- Usability Design
- PACT Analysis
- SEO and Marketing Strategies
- Non-narrative Story
- Paper plan/Wireframing
- Elements and Principles of Design, Layout, Colours and Fonts
- Prototyping
- Gamification

CREATIVE SKILLS OVERVIEW
- Production Management
- Project Management
- Branding Strategy
- Creative Direction
- User Interaction Design.
- Visual design and narrative.
- Digital Video
- Digital Photography

- Image and Web Content
- Motion graphics
- Creative Writing
- Digital Painting
- Sonic synced motion graphics
- Audio
- Programming
- Digital Workflow
- Media Writing
- Screenwriting
- Programming Languages

DIGITAL MEDIA

- Advanced knowlege of compression techniques and algorithms.
- High competence with digital audio, image and video formats and applications.
- Understand the implications of psychological and sociological influences on web design.
- Awareness of the factors involved in Multimedia systems and the implications of multimedia formats, and types.
- Can perform web design and development, adhering to W3C web standards and can critically comment on graphic design and standards based web development.
- Knowledge of HTML, CSS, Actionscript, Javascript, Ajax and PHP.

PHOTOGRAPHY

- In-depth knowledge of new & emerging modes of photographic production, graphic file types, file sizes, preparing files for all levels of resolution and postproduction distribution and consumption.
- Knowledgeable of new and emerging post-production digital workflow.
- Reliable interpersonal skills in working with clients, advertisers, publishing agencies, and designers.
- Meet all deadlines on time, very fast post production workflow.
- Patient, comforting and strong ability to place novice clients at ease.
- Exercise originality and have advanced technical proficiency with professional DSLR equipment.
- Exceptional talent for capturing images that visualize a story or require a visual narrative of an event.
- In possession of equipment and software needed to produce work.

DIGITAL VIDEO EDITING

- Advanced knowledge of digital video editing systems, including Apple Final Cut Pro, and Adobe Premiere.
- Very creative, able to conceptualise innovative ideas and bring into fruition.
- Video work has been recognised and screened Internationally.
- Experienced designing workflow and organisation for large projects
- Media Literacy

MOTION GRAPHICS

- Solid knowledge of designing production logs,storyboards and screen decks.
- Extensive experience with motion graphics, typography and design.
- Advanced proficiency in Adobe After Effects, Apple Motion and Adobe Flash.
- Excellent interpersonal skills in working with clients, advertisers, publishing agencies, and designers.
- In-depth knowledge of graphic file types, file sizes, resolution and broadcast colour.

PUBLICATIONS, CONFERENCES & EXHIBITIONS

EXHIBITIONS, PRINT & SCREENINGS

- April 22-24, 2023, audio reactive live projection, "SurfSonicSymphony", Cromer Art Space , Art Deco Block, Promenade, Cromer NR27 9HE
  In collaboration with Adrian Palka

- 20 October 2022 until 30 October 2022, Now Then and What Next
  Projection/ Instalation 'Hotel Revenant'
  Cromer Art Space , Art Deco Block, Promenade, Cromer NR27 9HE
  In collaboration with Adrian Palka
- February 21, 2020 Music, Technology & Innovation/Performance DMU, Postgraduate Concert, "Golden Turtle" audio reactive video to live performance of Golden Turtle sound composition by Susanne Grunewald.
- June 12, 2018 Music, Technology & Innovation/Performance DMU, Postgraduate Concert, "Golden Turtle" audio reactive video to live performance of Golden Turtle sound composition by Susanne Grunewald.
- March 22, 2017 Music, Technology & Innovation/Performance DMU, Postgraduate Concert, "Golden Turtle" audio reactive video to live performance of Golden Turtle sound composition by Susanne Grunewald.
- 2009-2016 – Photographic work featured regularly within Paraphilia Magazine. USA
- January 2014, The Curated Ego: What Makes a Good Selfie? "The Personality Surgeon" images screened at National Portrait Gallery, London.
- August 3 - August 29, Photography & Video Backdrops for Open Wide Tour, Edinburgh Fringe Festival.
- April 6th, 2013 Los Angeles Center for Digital Art, LACDA Ninth Anniversary Exhibit
  Los Angeles, California
  Featured five digital prints.
- March 2013- the video, "End Begins", broadcast on FRANK MOORE'S UNLIMITED POSSIBILITIES on Berkeley TV (BTV), Ch. 28. Berkeley, California, USA
- August 2012- the video, "Torch me up,with the olympics", broadcast on FRANK MOORE'S UNLIMITED POSSIBILITIES on Berkeley TV (BTV), Ch. 28. Berkeley, California, USA
- March 2012 -LACDA, Los Angeles Center for Digital Art, New Aesthetic Prints.
- December -2011, Mobile phone photography as featured illustrations for Michael Butterworth's, "Christmas Story".
- December 2011- the video, "End Begins", broadcast on FRANK MOORE'S UNLIMITED POSSIBILITIES on Berkeley TV (BTV), Ch. 28. Berkeley, California, USA
- September, 2011, videos shown at Dilston Grove and Matt's Gallery , London UK . "Something just behind your back", "Phil the Messenger", " 'and Inhabited the Spaces' ", and "Adventures in the House of Memory".
- April 2011 - the video, "Gangster State", will broadcast on FRANK MOORE'S UNLIMITED POSSIBILITIES on Berkeley TV (BTV), Ch. 28. Berkeley, California, USA
- March 2011- the video, "Jimmy Carter 1979", broadcast 4 times on FRANK MOORE'S UNLIMITED POSSIBILITIES on Berkeley TV (BTV), Ch. 28. Berkeley, California, USA
- October 1, 2010 - October, 2011, the videos, "The Edge of my World", "Persephone", "Alveolus", "The Ancient Old Ones", "Mysterium Tremendum", "Lusion Plain", "Skin", "Normal", "Funky Bacon", and " Swimming Upside Down" screened on loop at the Plaza Eventi hotel in NYC, giant outdoor screen. New York , New York, USA
- September, 2010, videos shown at Dilston Grove and Matt's Gallery , "Something just behind your back", "Phil the Messenger", " 'and Inhabited the Spaces' ", and "Adventures in the House of Memory". London UK
- July 8th – 24th, 2010 – LACDA, Los Angeles Center for Digital Art; "FEEDBACK"; shown "Phil the Messenger".
  Los Angeles, California, USA
- March 13th, 2010, "Brixton's Smallest Cinema"; screened "Beelzebub's Breath ".Brixton UK.
- January, 2010 , On-line , OXHOUSE, An online alphabet supported by The Arts Council of England; streamed "la la la la la". On-line
- August, 2009, Featured Photographer of the month for Zoom Street Magazine. San DIego, California, USA
- September, 2008 MOCA, The Los Angeles Museum of Contemporary Art. Screened, "Persephone". Los Angeles, California, USA.

ACADEMIC CONFERENCES AND PUBLICATIONS

- The Creative Practice of Selfies: Playful Expression and Subversion in Digital Culture., PhD Seminar 2019, University of Leicester, Department of Media and Communication, Bankfield House.

- Routh, Patricia. 'The Politics of Transformation: Selfie Production of the Visually Marginalised' in Karatzogianni, A., Nguyen, D. and Serafinelli, E. (eds) The Digital Transformation of the Public Sphere: Conflict, Migration, Crisis and Culture in Digital Networks, Basingstoke: Palgrave Macmillan. 2018
- Routh, Patricia. A poststructuralist review of selfies: Moving beyond heteronormative visual rhetoric. for(e)dialogue, [S.l.], v. 1, n. 1, p. 4-14, mar. 2016. ISSN 2398-0532.
- The Politics of Transformation: Selfie Performativity Beyond of the Hegemonic Visual Rhetoric', PhD Seminar 2015, University of Leicester, Department of Media and Communication, Bankfield House.
- Gender Performativity and Selfie Creation: Beyond the Binaries of Heteronormative Visual Rhetoric, 2015, NDiMR New Directions in Research, University Of Leicester, Department of Media and Communication.
- November 26th, 2014 - Gendering Happiness: The Power of Pleasure. "Affect and Identity in Selfie Production". University of Hull, WISE
- November 13 - 15, 2014 - Material Matters in Times of Crisis Capitalism, "Affect and Memory in Selfie Production". Justus-Liebig-Universität Gießen
- January, 16th 2014 - The Curated Ego: "What Makes a Good Selfie? " National Portrait Gallery, London.
- April11-12 2013-Conflict and Dialogue in Transnational and Digital Diaspora Networks, New Aesthetic Nostalgia as a Bridge to the Present.". University of Hull, WISE
- November 7, 2012 - The Media & Memory Research Initiative (MaMRI) "New Aesthetic Nostalgia as a Bridge to the Present.".- Department of Digital Media, University of Hull, SANM