

Resume
Sara J. Kubik

Contact Information

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Address: Mount Pleasant, Michigan

Education

- 2016 **Western Michigan University Thomas M. Cooley Law School**, Lansing, Mi.
J.D. candidate, December 2016, expected date of graduation
- 2015 **Western Michigan University Thomas M. Cooley Law School**, Lansing, Mi.
Mediation certificate
- 2015 **Simon Fraser University**, Vancouver, BC
Post-doctoral fellowship
- 2008 **Purdue University**, West Lafayette, In.
Ph.D., Technology, minor in Gerontology
- 2007 **Interuniversity Consortium for Political and Social Research**
University of Michigan, Ann Arbor, Mi.
Advanced statistics credits
- 1996 **University of Miami**, Coral Gables, Fl.
M.B.A., dual degree in Marketing and Management
- 1993 **University of Notre Dame**, Notre Dame, In.
B.A., Graphic Design, concentration in Marketing

Grant

Kubik, S. (2004). *International Study Tour Grant*. Purdue University, School of Technology, \$1000.

Peer-Reviewed Journal Articles

- Kubik, S. (2014). Spotting Manipulation in Digital Photographs. *Michigan Bar Journal*. 93(9) 54-55.
- Brewer, J. L., Taber-Doughty, T., & Kubik, S. (2010). Safety assessment of a home-based telecare system for adults with developmental disabilities in Indiana: a multi-stakeholder perspective. *Journal of Telemedicine and Telecare*. 16(5), 265-269.
Impact Factor of 1.736

Taber-Doughty, T., Shurr, J., Brewer, J. L., & Kubik, S. (2010). Standard care and telecare services: comparing the effectiveness of two service systems with consumers with intellectual disabilities. *Journal of Intellectual Disability Research*, 54(9), 843–859.

Kubik, S. (2009). Motivations for cell phone use by older Americans. *Gerontechnology*, 8(3), 150-164.

Kubik, S. (2006). What is normal aging. *Gerontechnology*, 5(1), 58

Conference Papers and Presentations

Mantese, T., & Kubik, S. (February 3, 2015). Real or Imaginary – Manipulation of Digital Medical Records. *A Health Care Compliance Association (HCCA) Web Conference*. http://www.hcca-info.org/Portals/0/PDFs/Events/Brochures/150204_HCCA_Manipulation-digital-medical-records.pdf

Kubik, S. (2013). An Examination of Older Adults' Uses and Preferences for Mobile Internet Consumption. *Presentation at Aging & Society: an Interdisciplinary Conference*, Chicago, Il.

Kubik, S. (2013). The Manipulation of Digital Images and Their Uses in the Media and Courts of Law. *Paper Presentation at the Michigan Academy of Science, Arts, and Letters Annual Conference*, Holland, Mi.

Porter, S. (2004). Graphic file transformations. *The Proceedings of the Society of Technical Communication 2004 conference*, Baltimore, Md.

Porter, S. (2003). Creating graphics for both Web pages and PDA displays. *The Proceedings of the Society of Technical Communication 2003 conference*, Dallas, Tx.

Taylor, K. & Kubik, S. (2001). Distance education at Purdue University- School of Technology. *The Proceedings of Schola 2001 Conference*, video conference with Slovak University, Slovakia.

Peer-Reviewed Texts

Porter, S. (2004). Using Adobe Illustrator to Create Complex SVG Illustrations. In V. Geroimenko & C. Chen (Eds.), *Visualizing Information Using SVG and X3D* (pp. 266-284). Germany: Springer-Verlag.

Practitioner-oriented Magazines, Newsletters, and Websites

- Kubik, S. (July 6, 2016). High Speed Internet is Not a Basic Right. The American Bar Association's *Law Technology Today*.
<http://www.lawtechnologytoday.org/2016/07/high-speed-internet-access-not-basic-right-2>
- Kubik, S. (November 13, 2015). Photographs as Evidence: How to Work with Print and Digital Images. The American Bar Association's *Law Practice Today*.
<http://www.lawpracticetoday.org/article/photographs-as-evidence-how-to-work-with-print-and-digital-images/>
- Kubik, S. & Rodriguez, A. (Oct. 2015). What to do about juror misconduct. Written for the American Bar Association's *Law Technology Today*.
<http://www.lawtechnologytoday.org/2015/10/jurors-and-the-seriousness-of-googling-or-facebooking-during-trial/>
Re-printed in the winter, 2016 issue of the Wyoming Trial Lawyers Association *The Coffee House*.
- Kubik, S. (May 2015). Reflecting on my first ABA TECHSHOW, *ABA TECHSHOW Blog*
<http://www.techshow.com/2015/05/reflecting-on-my-first-aba-techshow/>
- Kubik, S. (Jan. 13, 2015). Patient-Friendly Image Sharing. Written for *Diagnostic Imaging*
<http://www.diagnosticimaging.com/practice-management/patient-friendly-image-sharing>
Re-posted in *Psychiatric Times*
<http://www.psychiatristimes.com/articles/patient-friendly-image-sharing>
Re-posted in *Physicians Practice*
<http://www.physicianspractice.com/practice-management/patient-friendly-image-sharing>
Re-posted in *Rheumatology Network*
http://www.rheumatologynetwork.com/imaging-center/page/3/0?gid=All&domain_id=All
- Mantese, T. & Kubik, S. (Dec. 2014). Compliance Officers: When Patients Record Health Care Professionals, *Compliance Today*. (pp. 55-59)
- Kubik, S. (Mar. 20 2009). Getting Serious about Research Online. *Inside Higher Ed*.
<http://www.insidehighered.com/views/2009/03/20/kubik>
- Kubik, S. (Nov. 2007). How to age yourself in Photoshop. Association for Gerontology in Higher Education's *AGHExchange*.
- Porter, S. (Feb. 2004). W3C Standard for Scalable Vector Graphics (SVG). *Intercom*. (pp. 18-21)

Personal Blog Posts (sarakubikphd.com)

July 15, 2016. High Speed Internet Access is Not a Basic Right.

Nov. 16, 2015. Photographs as Evidence: How to Work with Print and Digital Images

Oct. 16, 2015. Jurors and the Seriousness of Googling or Facebooking During Trial.

Sept. 29, 2015. Facing a divorce or child custody battle? There's a forum for that!

Sept. 15, 2015. Are lawyers the only true experts on family law matters?

Aug. 20, 2015. How might family law attorneys use the Ashley Madison data?

Aug. 17, 2015. Are appellate court rulings helping most of the people in family law matters?

June 9, 2015. What do the best lawyers and professors have in common?

May 29, 2015. Frustrations when entering the 3d printing market

May 21, 2015. Rural living means slower internet connection speeds

May 8, 2015. Lawyers, put DOWN the PowerPoint!

Dissertation

“Older Adults Uses of a Mobile Technology.” On a global scale, there has been an explosion of use of cellular phones, most noticeably by younger adults. What is not as apparent is the increase of use of the mobile technology by older adults. Why might a specific audience use a product that is clearly not designed for them (e.g., button sizes are too small and most features are perceived as unnecessary)? This dissertation examined the reasons why older adults used cellular phones through a mixed-methods analysis. Usability testing of cellular phones has purported that, indeed, older adults are slower at the speed of which they navigate through the interface of the phones. With this hindrance taken into consideration, what are the unique reasons why older adults have adopted this technology? This study identified the meaning and level of importance older adults assigned to a cellular phone.

Dissertation Committee: Drs. Kenneth Ferraro, Gerald Hyner, James Mohler, Karen Fingerman

Research Interests

Legal: Technology, Evidence, Privacy, Cybersecurity, Intellectual Property Law, Family Law

Design: Graphic Design, 3d Modeling/3d Printing, Marketing Communications, Advertising, Public Relations

Technical Skills and Software Proficiencies

Legal: Bloomberg Law, Clio, Rocket Matter, Lexus Nexus, Westlaw Next, CaseText

Design: 123D CAD, Adobe Acrobat, Adobe Dreamweaver, Adobe Flash, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Audacity, Camtasia, MovieMaker, MeshMixer, Quark XPress, Rhino, TinkerCAD

Statistics: SPSS

Research Experience

Aug. 2008- **Gerontology Research Center, Simon Fraser University, Vancouver, B.C.**

May 2008 *Researcher*

Duties included conducting data analysis, developing methods, creation of research instruments for technology and aging research projects.

Aug. 2007- **Purdue University, West Lafayette, In.**

May 2008 Department of Computer Technology

Graduate Research Assistant

Duties included creating and submitting documentation to the ethics board for approval, survey creation, data analysis, authoring (as primary) a journal article about a research project funded by the state of Indiana to assess remote telecare systems.

Aug. 2005- **Purdue University, West Lafayette, In.**

May 2006 Department of Industrial Technology, Biometrics Standards & Performance Lab

Graduate Research Assistant

Managed and analyzed data for biometric research studies of hand geometry, fingerprint, iris, 2d face, 3d face, and voice verification.

Academic Appointments

2011- 2016 **Central Michigan University, Mount Pleasant, Mi.**

Department of Journalism

Assistant Professor

2009- 2011 **Texas Tech University, Lubbock, Tx.**

Department of Electronic Media and Communications

Assistant Professor

2008- 2009 **Indiana University/Purdue University, Fort Wayne, In.**

Department of Visual Communications and Design

Limited Term Lecturer

2001-2005 **Purdue University**, Kokomo, In.
Department of Computer Graphics Technology
Assistant Professor

2000-2001 **Ivy Tech State College**, Lafayette, In.
Business Division
Adjunct Faculty

Awards & Honors

2005-07 Lynn Fellowship, Purdue University, \$32,000 per year
2007 CIC Traveling Scholarship, Purdue University, \$1200
2006 Scholarship, Department of Computer Graphics Technology, Purdue
University, \$500

Selected Professional Activities

2016 Attendee, the 2016 ABATECHSOW
2015 Attendee, the 2016 Clio Cloud Conference
2015 Attendee, the 2015 ABATECHSHOW
2015- Member, American Bar Association
2014 Reviewer, *eJournal of Public Affairs*
2009-2011 Reviewer, AEJMC annual conferences
2010-2011 Member, Association for Education in Journalism and Mass Communication
2005-2006 Reviewer, *Journal of Gerontology: Social Sciences*
2001-2005 Member, Association of Computing Machinery Special Interest Group on
Graphics
2001-2005 Member, Society for Technical Communications

Courses Taught

Introduction to Computer Graphics Design for Visualization & Communication
Raster Imaging for Computer Graphics Vector Imaging for Computer Graphics
Digital Pre-Press and Print Media Multimedia Authoring
Display and Design Principles of Public Relations
Geometric Modeling for Visualization and Communication
Introduction to Mass Communications

Selected Invited Workshops, Seminars, Presentations, and Lectures

2008 Presentation, *Predictive Modeling and Aging in Place*, Elderhood Modeling Symposium,
Simon Fraser University, Vancouver, B.C.
2007 Lecture and tutorial, *How to Age Yourself in PhotoShop*, Multi-disciplinary Perspectives on
Aging, Purdue University, West Lafayette, In.
2006 Lecture, *How to Get a Job in a Design-Related Field*, Introduction to Computer Graphics,
Purdue University, West Lafayette, In.
2004 Presentation to Purdue University Provost, *SVGT/Netherlands Collaborative Class Project
and Mobile Technology Research*, Kokomo, In.

- 2003 Lecture, *Emerging Technologies- SVG*, Vector Imaging for Computer Graphics, Purdue University, West Lafayette, In.
- 2003 Lecture, *Marketing Communications within Entrepreneurships*, Applied Leadership, Purdue University, Kokomo, In.
- 2002 Workshops, *Learning Macromedia FreeHand*, CGT Computer Graphics Summer Camp, Department of Computer Graphics Technology, Purdue University, West Lafayette, In.
- 2001 Lecture, *Emerging Technologies- SVG*, Scripting+Tagging for CG, Purdue University, Kokomo, In.
- 2001 Video-conference presentation, *Distance Education at Purdue University- School of Technology*. Educational seminar, University of Vienna, Vienna, Austria.

Selected University Committee Membership of the Bylaws, Diversity, Scheduling, Curriculum, Faculty, Personnel, Search, Steering, Educational Policy, and Strategic Planning Committees

Selected Service and Outreach Activities

- 2012-16 CMU JRN representative to the Faculty Association
- 2015 Facilitated the receipt of a free Clio license and access to the software to all current WMU Cooley Law School students and faculty
- 2006 Editor, *Street Smarts Book Smarts*, 2nd edition
- 2004-05 Member of organizing committee, SVG Open Developers Conference 2005, Enschede, Netherlands
- 2004 Paper reviewer, STC 2004 conference, Dallas, Texas
- 2004 Beta tester, Beatware Mobile Designer
- 2003 Jury reviewer for Educators Panel for SIGGRAPH 2003 conference
- 2003 Designer of the CPT-ISPOC brochure
- 2002-03 Member of the organizing committee, SVG Open Developers Conference 2003, Vancouver, B.C.

Industrial & Business Experience

- 2016- **THE SPEAKER LAW FIRM, PLLC.** Lansing, Mi.
Extern
 - Wrote appellate briefs for clients
 - Developed marketing materials for the firm and Liisa Speaker

- 1999-2001 **FAIRFIELD MANUFACTURING CO. INC.** Lafayette, In.
Marketing Communications Coordinator
 - Supervisor for marketing assistant and marketing interns
 - Managed a marketing communications budget of ~\$160,000 per year
 - Trade show coordination for up to eight tradeshow per year
 - Creation of direct mail marketing campaigns targeted for existing business-to-business clients before tradeshow appearances
 - Advertising schedule and media placement in 15 magazines
 - Managed advertisement development with external advertising/design agencies

- Designed 224-page company product catalog
- Designed mass market store packaging for consumer products
- Managed/updated three company websites

1998-1999 **HERITAGE INDUSTRIES** Elk Grove Village, Il.

Product Manager/Designer

- Product designer for private-label Kenneth Cole goods including luggage, portfolios, wallets, backpacks, and attaches
- Research/creation/analysis of annual competitive product study

1996-1998 **BUDDY PRODUCTS** Chicago, Il.

Marketing Manager

- Supervisor for marketing assistants
- Planned, attended, and set-up over 12 yearly trade shows
- Organized monthly direct mail campaigns
- Implemented new product launches (including photography, press releases, design of packaging, advertising, and sales promotions)
- Created mass merchandising product aides ranging from clip-strips, floor standing corrugated displays, plannograms and end-cap creation for proposed customers
- Designed/re-designed packaging to fit the mass market consumer

1995-1996 **DAKA RESTAURANTS** Coral Gables, Fl.

Marketing Manager

- Account management for six separate divisions of the company
- Designed consumer promotions, signage, and advertising materials
- Project leader for grand opening of \$2 million food court

1994-1995 **THE NEW TIMES** Miami, Fl.

Graphic Designer

- Design creation/manipulation of new and existing advertisements
- Digital enhancement and manipulation of photographs and illustrations
- Creation of news infographics

1993-1994 **THE EXPONENT** West Lafayette, In.

Graphic Design Manager

- Supervisor for 5-10 part-time graphic designers
- Design creation/manipulation of new and existing advertisements