BRENDA A. ANDREWS

ARTIST & ART HISTORIAN | CURATOR & EDUCATOR | CREATIVE STRATEGIST | VISUAL INTELLIGENCE & AI EVALUATION

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PROFESSIONAL PROFILE

Artist, art historian, curator, educator, and creative strategist with 30+ years of experience across museums, universities, cultural institutions, arts education, corporate and civic projects, and international cultural collaborations. Holds an MFA in Fine Art and Art Criticism and degrees in Studio Art and Art History. Brings deep subject-matter knowledge, visual literacy, research discipline, and editorial judgment to the development and evaluation of AI-assisted work.

Combines historical and cultural interpretation with practical experience creating professional documents, presentations, spreadsheets, educational materials, visual concepts, and institutional communications. Evaluates outputs for factual accuracy, source support, historical and cultural context, conceptual coherence, visual integrity, audience relevance, and professional quality. Human judgment remains central to the process.

AI, VISUAL INTELLIGENCE & PROFESSIONAL EXPERTISE

AI-assisted research and writing • Prompt development • Iterative review and refinement • Visual generation and art direction • Image and visual analysis • Factual and source verification • Historical and cultural contextualization • Content evaluation • Critical editing • Professional document, presentation, and spreadsheet development • Educational content design

Arts and humanities: Art history • Art criticism • Visual culture • Cultural research • Curatorial practice • Exhibition development • Critical writing • Museum education • Interdisciplinary learning • Public programming

PROFESSIONAL EXPERIENCE

IKONOLOGY STUDIOS | Founder & Creative Director | Founded 2001

- Founded an interdisciplinary creative and strategic practice spanning art, education, culture, technology, partnerships, experience design, and project leadership.
- Develop concepts, narratives, research, presentations, proposals, educational materials, visual direction, and implementation frameworks.
- Integrate generative AI into research, writing, editing, structured information, visual exploration, and image generation; critically evaluate results for accuracy, context, meaning, coherence, and quality.

FALLBROOK ART CENTER | Director & Curator | 2022–2025

- Directed 8–10 exhibitions annually, including research, artist development, catalog essays, biographies, curatorial writing, Board presentations, budgets, production, communications, and public programming.
- Managed a $280K annual budget and a team of 15+; generated $160K+ in sponsorship and fundraising and secured $50K+ in grants.
- Increased attendance 87.5% and membership 60%; annual art sales reached $140K+.
- Applied AI-assisted workflows to research, writing, editing, artist biographies, press and media, educational materials, presentations, spreadsheets, and final refinement.

UNIVERSITY OF CALIFORNIA, SAN DIEGO | Scholar in Residence | 2004–2006

- Worked during the transition from photographic slides to digitized art-historical images.
- Created Janson’s Prayer Wheel, a visual critique of the structures through which Western art history is organized and transmitted.
- Developed research into representation, cultural authority, knowledge systems, and technological change.

SELECTED AI & VISUAL INTELLIGENCE PRACTICE

Janson’s Prayer Wheel — AI visualization and evaluation. Uses an existing artwork as the source for AI-assisted visual exploration; assesses the generated interpretation against the original work, its conceptual framework, art-historical context, and visual integrity.

Professional task development and evaluation. Applies subject-matter expertise to AI-assisted documents, presentations, spreadsheets, written content, and visual materials, emphasizing accuracy, context, completeness, audience, and professional standards.

Visual and cultural analysis. Develops learning and evaluation frameworks that distinguish observable evidence, documented information, interpretation, and claims requiring verification.

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PROFESSIONAL EXPERIENCE, SELECTED PROJECTS & EDUCATION

SELECTED CREATIVE, CULTURAL & INSTITUTIONAL PROJECTS

THE BLOC / THE RATKOVICH COMPANY, LOS ANGELES | Creative & Art Director | 2013–2016

- Directed multidisciplinary art and creative initiatives within a $250M, 1.9-million-square-foot downtown redevelopment.
- Led wayfinding, construction graphics, signage, and elements of the Eyes on The Bloc visual environment, including photographic mosaic, retail spatial flow, display elements, and digital fashion imagery.

MCOA | Director of Communications & Creative Director | 2016–2023

- Developed corporate messaging and communications across media, public events, press materials, investor presentations, annual reports, and philanthropic initiatives.

BEYOND THE BORDERS INTERNATIONAL ART FAIR / QUALCOMM | Creative Concept & Direction | 2009–2011

- Originated and presented a global mobile-photography initiative connecting corporate philanthropy, technology, education, and visual culture; the concept was approved by Qualcomm CEO Paul Jacobs.
- Conceived a participatory art and technology project connecting employees and families through digital photography and web-based participation.

CULTURAL ARTS CENTER PROJECT, MUMBAI, INDIA | Art Director | 2007–2009

- Co-developed programming, spatial planning, and material direction for a multi-generational cultural arts initiative; delivered lectures and studio intensives at the University of Mumbai’s Sir J. J. School of Art.

SAN DIEGO VISUAL ARTS NETWORK | Board Member

- Supports artists, exhibitions, arts education, public programming, and regional cultural initiatives.
- Conceived Walk a Mile in My Shoes / A Cacophony of Voices, a countywide participatory art initiative in development for the SD Art Prize 20th Anniversary in 2027.

ACADEMIC & EDUCATIONAL EXPERIENCE

Teaching, curriculum development, and educational program leadership across museums, universities, community cultural organizations, and international artist-in-residence settings. Experience includes studio art, art history, photography and digital media, visual culture, critical writing, interdisciplinary and project-based learning, and exhibition-responsive education.

Selected institutional affiliations: University of California, San Diego • Chapman University • University of Southern California • University of Mumbai, Sir J. J. School of Art • San Diego Museum of Art • Orange County Museum of Art • Ryman Arts • Walt Disney Imagineering • The New Children’s Museum • California Center for the Arts, Escondido

Selected roles: Scholar in Residence • Adjunct Professor • Artist in Residence • Master Instructor • Program Director • Guest Lecturer • Founder of K–12 educational programming

EDUCATION

California Institute of the Arts | MFA, Fine Art & Art Criticism

Chapman University | BFA, Studio Art; BA, Art History

SELECTED RESEARCH & ARTISTIC PROJECTS

Janson’s Prayer Wheel — Visual critique of the Western art-history canon and systems of cultural knowledge.

Unbound: The Art of Redaction — Research-driven investigation of censorship, erasure, redaction, and the afterlives of banned books.

Art of the Book — Museum and education initiative integrating book history, contemporary art, and exhibition practice.

Over Here / Over There — International exhibition and collaboration platform connecting artists, cultural contexts, and visual inquiry.

SELECTED LEADERSHIP & PROJECT OUTCOMES

30+ years in arts and humanities • 8–10 exhibitions annually • $280K annual operating budget • 15+ staff led • $160K+ fundraising and sponsorship • $50K+ grants secured • 87.5% attendance increase • 60% membership increase • $250M redevelopment project