

# Adam L. Brackin, Ph.D

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520 Central Parkway E  
Suite 101  
Plano, TX 75074

972-883-4350 / 972-516-8844  
alb032000@utdallas.edu  
albrackin@gmail.com

## Brief Profile:

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- Visiting Assistant Professor of Game Design at UT Dallas
- Executive Director and Co-owner of Bridge Builder Academy, a unique private school featuring individualized education for gifted, special education and twice exceptional students
- Writer/Creator of various transmedia stories and interactive fictions
- People Skills: Motivate, empower, delegate and supervise
- Strengths: Decision-making, problem-solving, policy management, creativity, out-of-the-box thinking, vision for emerging media

## Education:

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**Ph.D, Humanities: Aesthetic Studies, focus in Art and Technology**  
(May 2008) University of Texas at Dallas, Richardson, TX

**M.A., Gifted Education**  
(December 2001) Hardin-Simmons University, Abilene, TX

**B.A., English and Art**  
(May 1999) Hardin-Simmons University, Abilene, TX

## Certifications:

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- Texas Teacher Certification: 6-12 Art Education
- Texas Teacher Certification: 6-12 English Education
- Texas Teacher Endorsement: Gifted Education

## Relevant Experience:

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*(August 2008-Present)*

School of Arts and Humanities  
University of Texas at Dallas, Richardson, TX

- Visiting Assistant Professor of Game Design, Art and Technology
- Guest Lecturer, Art and Technology and Emerging Media

*(May 2006-Present)*

Bridge Builder Academy, Plano, TX

- Co-Owner and Co-Founder
- Executive Director
- Secondary (6-12<sup>th</sup> grade) Principal
- Curriculum Consultant
- Founder and Co-Sponsor of BBA Strategy Game Club

*(January 2007-2009)*

Fundi Technologies, Wylie, TX

- Director of Game Development
- Head Writer/Creator for Alternate Reality Game Projects

*(January 2003-May 2006)*

Great Lakes Academy, Plano, TX

- 9-12 High School English Teacher
- 9-12 High School Spanish Teacher
- High School Speech Teacher
- High School Computer Teacher
- Co-Sponsor Train Club
- Co-founder and Co-Sponsor of GLA Strategy Game Club

*(June 2000-August 2003)*

Threshold Summer Enrichment Program  
Hardin-Simmons University, Abilene, TX

- Teacher, Gifted Students
- Website Designer

*(June 2000-August 2003)*

Graduate Assistant / Teaching Assistant  
Irvin School of Education  
Hardin-Simmons University, Abilene, TX

- TA, Education majors
- Co-teacher READ 6308: Reading Assessment and Intervention (online hybrid)
- Office duties, with emphasis on technology and web development

## **Publications and Presentations:**

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(2011) Researcher and Creator  
“Non-Linear Storytelling” Prezi Presentation  
Featured on: <http://prezi.com/explore> in the “Design” category

(2011) Author  
“Dungeons and Dragons and Duality” Chapter  
Popular Culture and Philosophy Series:  
Dungeons and Dragons and Philosophy  
Open Court Press

(2010) Professor / Director, UT-D ARGlabs 2.0  
“Sunshine Books 4 Less” Alternate Reality Game  
“Priestly Industries” Alternate Reality Game  
“The Lovely Becka Belle” Alternate Reality Game

(2009) Professor / Director, UT-D ARGlabs 1.0  
“Electron Innovations” Alternate Reality Game

(2008) Author / Creator  
“Brackin Circular Model of ARG Development”

(2008) Writer / Creator  
“Conspiracy Asylum” Interactive Online Fiction  
Extended Experience “Prequel” to Deus City ARG

(2007) “Making a Game” Panelist  
ARGfest: San Francisco

(2006-2007) Writer / Creator  
“Deus City” Alternate Reality Game

(2001-2002) Web Cartoonist  
“Lobsteraliens.com” Online Comic

(1997-1998) Cartoon Artist  
Magazine Advertising for Alderman Cave Feeds