Guiseppe Getto

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EDUCATION

Ph.D. **Rhetoric and Writing**, Michigan State University, 2011

M.F.A. **Creative Writing**, California State University-Fresno, 2007

M.A. **Composition Theory**, California State University-Fresno, 2006

B.A. **English**, University of Nevada-Reno, 2002

ACADEMIC POSITIONS

Assistant Professor of Technical and Professional Communication
East Carolina University, 2013-Present

Assistant Professor of New Media, Rhetoric, and Professional Writing
SUNY Cortland, 2011-2013

Graduate Teaching Assistant
Michigan State University, 2008-2011

Adjunct Faculty
California State University-Fresno, 2007

Adjunct Faculty
State Center Community College District (CA), 2006-2007

Teaching Associate
California State University-Fresno, 2002-2006

PUBLICATIONS

EDITOR OF A JOURNAL SPECIAL ISSUE

Getto, G., & Sun, H., Eds. (2017). Designing for everyday life in global contexts. *Rhetoric, Professional Communication, and Globalization*, *10*(1)*,* 1-102.

Zhou, Q. & Getto, G. (2017). Designing professional communication across cultures. *Connexions International Professional Communication Journal, 5*(1), 1-149.

Sun, H. & Getto, G. (2017). Localizing user experience: Strategies, practices, and techniques for culturally sensitive design. *Technical Communication, 64*(2), 89-187.

Getto, G., Ed. (2015). UX and project management: Part 2. *International Journal of Sociotechnology and Knowledge Development*, *7*(3), 1-52.

Getto, G., Ed. (2015). UX and project management: Part 1. *International Journal of Sociotechnology and Knowledge Development*, *7*(2), 1-62.

Getto, G., Thatcher, B., & Tan, J.-S., Eds. (2015). Defining and operationalizing culture for intercultural and global research, theory, and practice. *Rhetoric, Professional Communication, and Globalization*, *7*(1)*,* 1-146.

PEER-REVIEWED JOURNAL ARTICLES

Flanagan, S. & Getto, G. (2017). Helping content: A three-part approach to content strategy with nonprofits. *Communication Design Quarterly Review, 5*(1), 57-70.

Getto, G. & Moore, C. (2017). Mapping personas: Designing UX relationships for an online coastal atlas. *Computers and Composition*, *43*, 15–34.

Maher, D. & Getto, G. (2016). Digitally mapping the Buddhist holy land: Intercultural communication, religious history, and networked rhetoric. *Rhetoric, Professional Communication, and Globalization, 9,* 78-99.

Getto, G. & Beecher, F. (2016). Toward a model of UX education: Training UX designers within the academy. *IEEE Transactions on Professional Communication, 59*(2), 153-164.

Getto, G. & Labriola, J. (2016). iFixit myself: User-generated content strategy in "the free repair guide for everything." *IEEE Transactions on Professional Communication, 59*(1), 37-55.

Getto, G. (2015). Managing experiences: Utilizing user experience design (UX) as an Agile methodology for teaching project management. *International Journal of Sociotechnology and Knowledge Development, 7*(4), 1-14.

Getto, G. & McCunney, D. (2015). Inclusive assessment: Toward a socially-just methodology for measuring institution-wide engagement. *Metropolitan Universities Journal*, *26*(2), 9-23.

Getto, G. & St.Amant, K. (2014). Designing globally, working locally: Using personas to develop online communication products for international users. *Communication Design Quarterly Review, 3*(1), 24-46.

Getto, G., Franklin, N. & Ruszkiewicz, S. (2014). Networked rhetoric: iFixit and the social impact of knowledge work. *Technical Communication*, *61*(3), 185-201.

Getto, G., Leon, K. & Getto-Rivait, J. (2014). Helping to build better networks: Service-learning partnerships as distributed knowledge work. *Reflections, 13*(2), 71-95.

Getto, G. (2014). Designing for engagement: Intercultural communication and/as participatory design. *Rhetoric, Professional Communication, and Globalization, 5,* 44-66.

Getto, G. (2013). Networked knowledges: Student collaborative digital composing as communicative action. *Communication Design Quarterly Review, 2*(1), 33-58*.*

Getto, G. & Rivait, J. (2012). Accounting for prior experiences in service-learning: Helping students develop citizenship through civic histories. *Interdisciplinary Humanities, 29*(3), 8-23.

Getto, G., Cushman, E. & Ghosh, S. (2011). Community mediation: Writing in communities and enabling connections through new media. *Computers and Composition, 28*(2), 160-74.

PEER-REVIEWED ARTICLES PUBLISHED IN A PROCEEDINGS

Getto, G. (2017). Helping communication: What non-profits need from content strategists. *Proceedings of the 35th ACM International Conference on Design of Communication,* No. 8, 1-9*.*

Getto, G., Thompson, R., & Saggi, K. (2016). Spurring UX innovation in academia through lean research and teaching. *2016 IEEE International Professional Communication Conference (IPCC),* 1-9.

Dush, L., Getto, G., Flanagan, S., & Thompson, R. (2016). Content strategy service-learning partnerships with nonprofit organizations: A Guiding heuristic and overview of deliverables. *Proceedings of the 34th ACM International Conference on Design of Communication,* No. 32*.*

Getto, G. (2014). Doing UX: A workflow for teaching and training. *Proceedings of the 32nd ACM International Conference on Design of Communication,* No. 17*.*

Getto, G., Potts, L., Salvo, M. & Gossett, K. (2013). Teaching UX: Designing programs to train the next generation of UX experts. *Proceedings of the 31st ACM International Conference on Design of Communication,* 65-70.

Getto, G. & Silva, M. (2012). Doing multimodal research the easy way: A workflow for making sense of technologically complex communication situations. *Proceedings of the 30th ACM International Conference on Design of Communication*, 89-94.

PEER-REVIEWED BOOK CHAPTERS

Getto, G., Franklin, N., Ruszkiewicz, S., & Labriola, J. (2018). User experience in a networked environment: How Latour can help us do better UX work. In K. Moore & D. Richards (Eds.), *Posthuman praxis in technical communication* (pp. 176-196). New York, NY: Routledge.

Getto, G. & McCunney, D. (2016). Moving from traditional to critical service-learning: Reflexivity, reciprocity, and place. In A. Tinkler, B. Tinkler, V. Jagla, & J. Strait (Eds.), *Service-learning to advance social justice in a time of radical inequality* (pp. 375–386). Charlotte, NC: Information Age Publishing.

Getto, G. & Getto-Rivait, J. (2014). A culture of borrowing: Non-profit organizations and intellectual property. In D. DeVoss & M. Courant-Rife (Eds.), *Cultures of copyright* (pp. 271-82). New York, NY: Peter Lang.

Cushman, E., Getto, G. & Ghosh, S. (2013). Learning with communities in a praxis of new media. In C. Wilkey, C. & N. Mauriello, (Eds.), *Texts of consequence: Composing rhetorics of social activism for the writing classroom* (pp. 295-315). New York, NY: Hampton Press.

EDITORIALS

Getto, G., & Sun, H., Eds. (2017). Designing for everyday life in global contexts. *Rhetoric, Professional Communication, and Globalization*, *10*(1)*,* 1-4.

Zhou, Q. & Getto, G. (2017). Editorial for special issue on designing professional communication across cultures. *Connexions International Professional Communication Journal, 5*(1), 3-7.

Sun, H. & Getto, G. (2017). Localizing user experience: Strategies, practices, and techniques for culturally sensitive design. *Technical Communication, 64*(2), 89-94.

Getto, G. (2015). Why we need new approaches to managing UX projects. *International Journal of Sociotechnology and Knowledge Development*, *7*(3), iv-v.

Getto, G. (2015). Why we need new approaches to project management. *International Journal of Sociotechnology and Knowledge Development*, *7*(2), iv-v.

Getto, G. (2015). Editor's introduction. *Rhetoric, Professional Communication, and Globalization*, *7*(1), 1-11.

PEER-REVIEWED TEXTBOOK CHAPTER

Getto, G. (2015). Usability and user experience research. *Writing Commons*, http://bit.ly/1FvzYur.

TEXTBOOK CHAPTER

Getto, G. (2015). Usability and user experience research. In Branham, C., (Eds), *A rhetorical approach to workplace writing practices* (2nd ed.)(pp. 181-84), Acton, MA: XanEdu.

EBOOKS

Getto, G. & Cao, J. (2015). *UX design: The definitive beginner's guide*. UXPin, http://bit.ly/29l0FJY.

Getto, G. & Cao, J. (2015). *Getting started with UX design process & documentation*. UXPin, http://bit.ly/1NMmHPv.

EBOOK CHAPTER

Getto, G. & Saggi, K. (2015). UX partnerships with higher education. In Gautam, R. & Rotolo, T, (Eds), *This SUX: A guide to developing better user experiences* (pp. 65-73), TryMyUI, http://bit.ly/1L98Kyc.

WHITEPAPER

Getto, G. & Cao, J. (2015). *How to launch your UX career and get paid*. UXPin, http://bit.ly/1EZ1xhO.

MAGAZINE AND BLOG ARTICLES

Getto, G. & Gnann, H. (2016). What UX designers need to know about conversion rate optimization. *Boxes and Arrows*, http://bit.ly/1K9Wkq1.

Getto, G. (2016, January). Helping design: Building content capacities within non-profits. *Intercom*, 16-19.

Getto, G. (2016). The 12 realistic principles of Agile UX. *Studio by UXPin*, http://bit.ly/1PDlg5a.

Getto, G. (2015). Learning UX with TryMyUI EDU. *TryMyUI Blog*, http://bit.ly/1JxVqRA.

Getto, G. (2015). 6 things digital marketers need to know about UX. *Salesforce Blog*, http://sforce.co/1bvVwdQ.

Getto, G. (2014). Teaching/learning UX: Considerations for academic-industry partnerships. *Boxes and Arrows*, http://bit.ly/1t1my4N.

Getto, G. (2014, March). Designing for engagement: A workflow for participatory, cross-cultural design. *Intercom*, 14-18.

REVIEWS AND RESPONSES

Getto, G. (2018). Review of *The zen of social media marketing: An easier way to build credibility, generate buzz, and increase revenue. Technical Communication, 65*(1), 121.

Getto, G. (2017). Review of *Odyssey—The business of consulting: How to build, grow, and transform your consulting business. Technical Communication, 64*(2), 182-183.

Getto, G. (2017). Review of *Academy-industry relationships and partnerships: Perspectives for technical communicators, 64*(1), 77-78.

Getto, G. (2017). Review of *There's not an app for that: Mobile user experience design for life, 64*(1), 88.

Getto, G. (2016). Review of *Mapping Experiences: A Guide to Creating Value through Journeys, Blueprints, and Diagrams* by James Kalbach. *Technical Communication, 63*(4), 381.

Getto, G. (2016). Review of *The UX five-second rules: Guidelines for user experience design's simplest testing technique* by Paul Doncaster. *Technical Communication, 63*(2), 157.

Getto, G. (2015). Review of *World 3.0: Global prosperity and how to achieve it* by Pankaj Ghemawat. *Communication Design Quarterly Review, 4*(1), 73-76.

Getto, G. (2015). Review of *UI Is Communication* by Everett McKay. *Technical Communication, 62*(2), 157.

Getto, G. (2015). Response to Burnout. In Skinnell, R., Holiday, J., & Vassett, C. (Eds.), *What we wish we'd known: Negotiating graduate school* (pp. 181-84), Southlake, TX: Fountainhead Press.

Getto, G. (2014). Review of *Microinteractions* by Dan Saffer. *Technical Communication*, *61(3)*, 208.

Getto, G. (2008). Atton's *Alternative Internet*: Well defined, but not so well described? *H-Net Reviews*, http://bit.ly/nz3RMN.

GRANTS AND FUNDED RESEARCH

Getto, G. & McCunney, D. (2016). The codification of civic engagement at an engaged university: A focused ethnography into structures of inclusion. *NASPA Region III Research and Assessment Grant,* ECU, funded amount: **$300 (external)**.

Allen, T. & Getto, G. (2016). North Carolina Coastal Atlas: Enhancement for coastal management year four. *North Carolina Department of Environment and Natural Resources (NCDENR) Division of Coastal Management (DCM)*, ECU, funded amount: **$35,000 (external)**.

Getto, G. (2015). Helping design: Building digital capacities within non-profits. *Engagement and Outreach Scholars Academy (EOSA),* ECU, funded amount: **$11,500 (internal)**.

Allen, T. & Getto, G. (2015). North Carolina Coastal Atlas: Enhancing coastal-marine geospatial information access, communication, and analysis in year three. *North Carolina Department of Environment and Natural Resources (NCDENR) Division of Coastal Management (DCM)*, ECU, funded amount: **$35,000 (external)**.

Frost, E., Getto, G. & Pennell, T. (2014). Analyzing successful professionalization practices in technical and professional communication. *Council for Programs in Technical and Scientific Communication (CPTSC) Research Program Grant*, ECU, funded amount: **$1,500 (external)**.

Getto, G. (2012). Designing for engagement: A study of a service-learning initiative for creating digital products with local organizations. *Faculty Research Program Grant*, SUNY Cortland, funded amount: **$2,500 (internal)**.

Getto, G. (2012). The development of an upper division Professional Writing class: Digital and Technical Writing for Community Development. *Teaching Innovation Grant*, SUNY Cortland, funded amount: **$500 (internal)**.

Bethlehem Temple Church & Getto, G. (2010). Lansing Public Access PEG (Public, Education, and Government) Fund Grant. *Office of Community Media; Cable and Telecommunications Advisory Board*, Lansing, MI, funded amount: **$25,000 (external)**.

East Lansing Food Co-op & Getto, G. (2010). Lansing Public Access PEG Fund Grant. *Office of Community Media; Cable and Telecommunications Advisory Board*, Lansing, MI, funded amount: **$25,000 (external)**.

DIGITAL PROJECTS

UX, **content strategy, and WordPress projects**, http://bit.ly/1JNZfj6.

Writing and online content projects, http://bit.ly/1JNZkDu.

PRESENTATIONS

KEYNOTE

Getto, G. (2017). Content strategy: The future of technical communication? *TC Camp: The techcomm unconference.* Washington, DC.

INVITED CONFERENCE PAPERS

Getto, G. (2016). Transforming customer and client outcomes through engaging user experiences. *DOYO Live: A Digital Marketing and Interactive Design Conference.* Youngstown, OH. PowerPoint for talk available at: http://bit.ly/2bUO9TU.

Evans, R., & Getto, G. (2015). Creating visually appealing web sites. *Write Now! 2015 Triangle Area Freelancers Annual Writers' Conference.* Raleigh, NC. PowerPoint for talk available at: http://bit.ly/1zpqMH1.

Getto, G. (2013). Building UX knowledge within an engaged university. *Council for Programs in Scientific and Technical Communication Conference*. Cincinnati, OH. Handout for talk available at: http://slidesha.re/1cEFKvU.

CONFERENCE PAPERS

Getto, G. (2017). A five-part heuristic for training content strategists within industry and academia. *6th Annual Symposium on Communicating Complex Information.* Greenville, NC.

Getto, G. (2017). What, me, work? Initial report on a prototype mentoring initiative. *Council for Programs in Scientific and Technical Communication Conference*, Savannah, GA.

Getto, G. (2017). Helping communication: What non-profits need from content strategists. *35th ACM International Conference on Design of Communication,* Halifax, Nova Scotia.

Getto, G., Thompson, R., & Saggi, K. (2016). Spurring UX innovation in academia through lean research and teaching. *2016 IEEE International Professional Communication Conference (IPCC)*, Austin, TX.

Dush, L., Getto, G., Flanagan, S., & Thompson, R. (2016). Content strategy service-learning partnerships with nonprofit organizations: A Guiding heuristic and overview of deliverables. *34th ACM International Conference on Design of Communication,* Silver Spring, MD*.*

Getto, G. & Flanagan, S. (2016). Helping content: A threefold approach to digital content management for non-profits. *5th Annual Symposium on Communicating Complex Information*. Greenville, NC. PowerPoint for talk available at: http://bit.ly/1XLrMwL.

Getto, G. & McCunney, D. (2016). Moving from traditional to critical service-learning: Reflexivity, reciprocity, and place. *NC Campus Compact Pathways to Achieving Civic Engagement Conference.* High Point, NC.

Getto, G. (2015). Managing experiences: Utilizing user experience design (UX) as an agile methodology for teaching project management. *Council for Programs in Scientific and Technical Communication Conference*. Logan, UT. PowerPoint for talk available at: http://bit.ly/1FSzxNc.

Getto, G. (2015). Embodied professionalization: Analyzing successful professionalization practices in technical and professional communication. *Council for Programs in Scientific and Technical Communication Conference*. Logan, UT.

Wiley, K. & Getto, G. (2015). A lean UX workflow for smaller organizations. *4th Annual Symposium on Communicating Complex Information*. Greenville, NC.

Getto, G. (2014). Building bridges to UX: Designing better UX education. *Council for Programs in Scientific and Technical Communication Conference*. Colorado Springs, CO. PowerPoint for talk available at: http://slidesha.re/1qAHwzN.

Getto, G. (2014). Towards a model of critical gamification: Writing games, rules deployment, and real world success. *Conference on College Composition and Communication*. Indianapolis, IN. PowerPoint for talk available at: http://slidesha.re/1l8OOgO.

Getto, G. (2014). Towards a UX-focused research agenda: Building participatory cultures in academic contexts. *Association of Teachers of Technical Writing Conference.* Indianapolis, IN. PowerPoint for talk available at: http://slidesha.re/1gyHhjy.

Getto, G. (2014). Designing globally, thinking locally: An argument for design workflow virtualization. *3rd Annual Symposium on Communicating Complex Information*. Greenville, NC. PowerPoint for talk available at: http://slidesha.re/MVXrwO.

Getto, G. (2013). Creating curricular partnerships with UX practitioners. *31st ACM International Conference on Design of Communication*. Greenville, NC. PowerPoint for talk available at: http://slidesha.re/19as98g.

Getto, G. & Silva, M. (2012). Doing multimodal research the easy way: A workflow for making sense of technologically complex communication situations. *30th ACM International Conference on Design of Communication*. Seattle, WA.

Getto, G. (2012). Composing digital writing relationships: Toward an infrastructural approach to digital design and pedagogy. *Conference on College Composition and Communication*. St. Louis, MO.

Getto, G. (2011). My e-petition does SO matter!! Challenging othering practices in social media through a rhetoric of community media. *Conference on College Composition and Communication*. Atlanta, GA.

Getto, G. (2010). Can new media literacies help build local public infrastructures? Opening multimedia writing to community partnerships. *Computers and Writing Conference*. West Lafayette, IN.

Getto, G. (2010). Towards a pedagogy of public remix: Scenes of composing and collaboration in the service-learning classroom. *Conference on College Composition and Communication*. Lexington, KY.

Getto, G. & Rivait, J. (2009). Sustainable multimodal collaboration: Fostering community media partnerships through service-learning. *Feminism(s) and Rhetoric(s) Conference*. East Lansing, MI.

Getto, G. (2009). Circulating (hi)stories: Reflections on kairotically contributing to community media. *Conference on College Composition and Communication*. San Francisco, CA.

Getto, G. (2008). Repurposing community history: (Re)presenting neighborhood stories through multimodality. *Thomas R. Watson Conference*. Louisville, KY. Full talk available at: http://bit.ly/j0UwB7.

Getto, G. (2007). (Re)Identifying democracy: An ethnography of worker collaboration. *Conference on College Composition and Communication.* New York, NY.

Getto, G. (2006). Visual narrative and the media: In search of alternative narratives of consumer action. *Thomas R. Watson Conference.* Louisville, KY.

Getto, G. (2005). Whose space is this anyway: Travelers, laborers, and the institutional environment. *Conference on College Composition and Communication.* San Francisco, CA.

POSTERS, WEBINARS, AND WORKSHOPS

Getto, G. (2018). Introducing content strategy: The future of work in technical communication? A webinar for the Texas Tech University student Chapter of the *Society for Technical Communication*.

Getto, G. (2017). Is content strategy the future of work in technical communication? A webinar for the *Society for Technical Communication*.

Getto, G. (2017). Content auditing: How to improve your organization's most valuable asset. A workshop for the *35th ACM International Conference on Design of Communication,* Halifax, Nova Scotia*.*

Thompson, R., Getto, G., & Flanagan, S. (2017). The complexity of community-based branding: Building a brand ecology for an entire city. A poster for the *6th Annual Symposium on Communicating Complex Information*. Greenville, NC.

Getto, G & Flanagan, S. (2016). Remote usability for cross-functional teams. A workshop for the *34th ACM International Conference on Design of Communication,* Silver Spring, MD*.*

Allen, T., Howard, R., & Getto, G. (2015). The North Carolina Coastal Atlas: A tool for informing coastal stakeholders. A poster for the *North Carolina ArcGIS Users Group (NCAUG) 2015 Fall Conference*.

Getto, G. (2015). Usable stories: Discovering contextual insights. *Insight, Not Oversight: Discovering Compelling Insights in Usability Research*, a webinar for *TryMyUI*. Full recording available at: http://bit.ly/1EOLNso.

Getto-Rivait, J. & Getto, G. (2014). Designing for dialogue: Persona-fying healthcare users. A poster for the *2014 NC Health Informatics Symposium*. Greenville, NC. Full poster available at: http://slidesha.re/1shQtif.

Getto, G. (2014). Doing UX: A workflow for teaching and training. A poster for the *32nd ACM International Conference on Design of Communication.* Colorado Springs, CO. Full poster available at: http://slidesha.re/1uNWwOt.

Getto, G. (2014). Teaching/learning IA: Considerations for UX strategy in educational contexts. A poster for the *Information Architecture Summit*. San Diego, CA. Full poster available at: http://slidesha.re/1lqe8it.

Getto, G. (2013). The challenge of teaching and describing networked knowledge-making as a collaborative and pedagogical practice. A poster for the *Association of Teachers of Technical Writing Conference*. Las Vegas, NV.

AWARDS AND RECOGNITION

Scholar, Engagement and Outreach Scholars Academy (EOSA), 2015-2016 AY, ECU.

Service-Learning Faculty Fellow, Center for Leadership and Civic Engagement, 2013-2014 AY, ECU.

Graduate Certificate in Community Engagement, 2010, MSU.

Michigan Campus Compact's Heart and Soul Award, Spring 2010, MSU.

University Enrichment Fellowship, 2007-2011, MSU, funded amount: $23,000 per year, plus course releases for 2007-2008 AY and 2010-2011 AY.

TEACHING EXPERIENCE

TECHNICAL COMMUNICATION

ENGL 7790: Public Interest Writing, ECU.

ENGL 7780: Theory of Professional Communication, ECU.

ENGL 7766: Special Studies Seminars in Communication and Emerging Technologies; Topic: Web Design and Content Strategy, ECU.

ENGL 7766: Special Studies Seminars in Communication and Emerging Technologies; Topic: User Experience Design, ECU.

ENGL 7702: Research Design in Technical and Professional Communication, ECU.

ENGL 6715: Technical Writing, ECU.

ENGL 6702: Research Methods in Technical and Professional Communication, ECU.

ENGL 6700: Document Design and Production, ECU.

ENGL 4780: Technical Writing, ECU.

ENGL 3880: Writing for Business and Industry, ECU.

ENGL 3040: Introduction to Professional Writing, ECU.

PWR 410: Digital and Technical Writing for Community Development, SUNY Cortland.

PWR 393: Technical Writing, SUNY Cortland.

PWR 324: Grant Writing, SUNY Cortland.

PWR 210: Writing in the Digital Age, SUNY Cortland.

PWR 295: Introduction to Professional Writing, SUNY Cortland.

COMPOSITION

CPN 100: Writing Studies I, SUNY Cortland.

WRA 150: Evolution of American Thought, MSU.

WRA 135: Writing: Public Life in America, MSU.

ENGL 10: Accelerated Academic Literacy, CSUF.

ENGL 1: Introduction to College Writing, CSUF.

ENGL 125: College Writing Skills, Madera City College.

ENGL 262: Reading Improvement, Fresno City College.

ENGL 1A: Developmental Writing Lab, CSUF.

ACADEMIC SERVICE

POSITIONS HELD

Vice Chair, Distance Education and Learning Technology Committee, 2017-2018 AY, ECU.

Chair, Distance Education and Learning Technology Committee, 2016-2017 AY, ECU.

Book Review Editor, *Communication Design Quarterly Review*, 2013-2015.

Communications Manager, Association for Computing Machinery's Special Interest Group on Design of Communication (ACM SIGDOC), 2013.

Graduate Student Competition Chair, *31st ACM International Conference on Design of Communication*, 2013.

Webmaster, Professional Writing Program Website, 2012-2013, SUNY Cortland.

REVIEWER

Reviewer, *International Journal of Sociotechnology and Knowledge Development*, 2016-Present.

Reviewer, *Communication Design Quarterly Review*, 2016-Present.

Reviewer, *Technical Communication*, 2016-Present.

Reviewer, *Programmatic Perspectives*, 2015-Present.

Reviewer, *Reflections*, 2015-Present.

Reviewer, *Rhetoric, Professional Communication, and Globalization*, 2014-Present.

Reviewer, *IEEE Transactions on Professional Communication*, 2014-Present.

Reviewer, *Technical Communication Quarterly*, 2014-Present.

Reviewer, *Association of Teachers of Technical Writing Conference*, 2013-2015.

Research and Creative Activity Week Contest Judge, ECU, 2015.

Reviewer, *connexions international professional communication journal*, 2015.

Reviewer, *Symposium on Communicating Complex Information,* 2014.

Reviewer, *Journal of Technical Writing and Communication*, 2014.

Stage 1 Reviewer, *Conference on College Composition and Communication*, 2011-2013.

Stage 1 Reviewer, *International Association for Research on Service-Learning and Community Engagement 12th Annual Research Conference*, 2012.

COMMITTEE MEMBERSHIPS

B.A. Working Group (charged with reviewing and assessing B.A. in English). 2017-Present, ECU.

Editorial Committee, *Rhetoric, Professional Communication, and Globalization*, 2014-Present.

Undergraduate Committee, English Department, 2013-Present, ECU.

Grant Planning Subcommittee, *Digital Innovation and Scholarship in Social Sciences and Humanities (DISSH)*, 2014-2015 AY, ECU.

Program Committee, *Council for Programs in Technical and Scientific Communication,* 2014.

Program Committee, *ACM International Conference on Design of Communication*, 2013.

WORKSHOPS

Getto, G. & Frost, E. (2014). Workshopping your social media plan. *Presented as an hour-long workshop as part of the ECU Office of Faculty Excellence Professional Writing Workshop Series,* Spring 2014, Greenville, NC. Based on elements from the following guide: http://bit.ly/1frlEYE.

Getto, G. & Frost, E. (2014). Workshopping your professional website. *Presented as an hour-long workshop as part of the ECU Office of Faculty Excellence Professional Writing Workshop Series,* Spring 2014, Greenville, NC. Based on elements from the following guide: http://bit.ly/1frlEYE.

Getto, G. & Frost, E. (2014). Workshopping your CV. *Presented as an hour-long workshop as part of the ECU Office of Faculty Excellence Professional Writing Workshop Series,* Spring 2014, Greenville, NC. Based on elements from the following guide: http://bit.ly/1frlEYE.

Getto, G. & Frost, E. (2014). Developing a digital portfolio. *Presented as an hour-long workshop as part of the ECU Writing Center grand opening,* Fall 2013, Greenville, NC. Guide developed in support of workshop: http://bit.ly/1frlEYE.

OUTREACH AND ENGAGEMENT

POSITIONS HELD AND COMMITTEE MEMBERSHIPS

President, Society for Technical Communication-Carolina Chapter, 2017-Present, Greater Raleigh, NC area (Research Triangle).

Member of the Community / Government Relations Committee, Community Crossroads Center, 2016-2017, Greenville, NC.

Mentoring Committee Chair, Society for Technical Communication-Carolina Chapter Mentoring Program, 2016-Present, Greater Raleigh, NC area (Research Triangle).

UX Consultant/Content Strategist, Community Crossroads Center, 2014-Present, Greenville, NC.

UX Consultant/Content Strategist, North Carolina Coastal Atlas, 2013-Present, ECU.

Director of Student Memberships, Triangle User Experience Professionals Association (TriUXPA), 2015-2016, Greater Raleigh, NC area (Research Triangle).

Member of the Assistant Director Search Committee, Center for Leadership and Civic Engagement, 2015-16 AY, ECU.

Member of the Service-Learning Fellows Retreat Planning Committee, Center for Leadership and Civic Engagement, 2014-Present, ECU.

Member of the Social Justice Education Seminar Planning Committee, Center for Leadership and Civic Engagement, 2013-2014 AY, ECU.

UX Pilot Project Manager, UX Task Force, ECU Libraries, 2013-2014 AY, ECU.

PRESENTATIONS AND WORKSHOPS

Getto, G. (2016). UX resume reviewer for *Society for Technical Communication (STC) Resume Clinic*, Raleigh, NC.

Getto, G., & Henze, B. (2015). Co-organizers for *Society for Technical Communication (STC)/ECU Roundtable*, Raleigh, NC.

Getto, G. (2015). Participatory action research (PAR) and service-learning: Solving community problems through education, a workshop by the Center for Leadership and Civic Engagement, *Service-Learning Faculty Fellows Retreat*, Pocosin Arts Lodge, PowerPoint for workshop available at: http://bit.ly/1H0ZHxp.

Getto, G., McCunney, D., & Smith, M. (2014). Faculty presenter for *Integrating service-learning into your course*, a workshop by the Center for Leadership and Civic Engagement, ECU.

Getto, G. & Rivait, J. (2012). Designing sustainable writing courses from scratch. *Presented as a 2-day workshop to the English teachers of Homer High School*, Homer, NY. Guide developed in support of workshop: http://bit.ly/1rGOqXv.

COMMUNITY SERVICE

Development of service-learning partnerships for ENGL 3880 with Pitt County Arts Council, the Pitt County Chapter of the American Red Cross, the Association of Mexicans in North Carolina (AMEXCAN), and several other organizations 2013-Present, Greenville, NC.

Development of service-learning partnerships for PWR 210, PWR 393, and PWR 410 with iFixit, Museum of the Earth, Seven Valleys Writing Project, and several other organizations, 2011-2013, Cortland, NY.

PROFESSIONAL AFFILIATIONS

ACM Special Interest Group on Design of Communication

Society for Technical Communication

STC-Carolina Chapter

STC Special Interest Group on Usability and User Experience

Council for Programs in Technical and Scientific Communication

Symposium on Communicating Complex Information

Triangle User Experience Professionals Association

TECHNOLOGY AND DESIGN SKILLS

UX:	Contextual Inquiry, Field Studies, Persona Development, Card Sorting, Usability Reviews, Usability Testing, Information Architecture, Interaction Design, Business Process Modeling, Rapid Prototyping
UX Toolkit:	OmniGraffle, Silverback, Sketch, Google Forms (for surveys), Optimal Workshop, UXPin, InVision

Content Strategy:	Strategy Development, Audience Analysis, Content Management, Content Auditing, Content Marketing, Copywriting, Copyediting, Keyword Research, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Conversion Optimization
Content Toolkit:	Advanced Word (styles, template development, etc.), Adobe Acrobat Pro, oManual, Dozuki, InDesign, Camtasia, Google Analytics, Google AdWords, Hootsuite, Moz, CrazyEgg
Web Design:	HTML 5, CSS 3, WordPress, Drupal, Joomla!
Project Management:	Trello, Basecamp, Google Drive, Slack