

Tona Williams, Ph.D.
Multimedia Designer and Visual Artist

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I'm a multimedia artist with an academic background in Sociology, ethnography and education. For the past fifteen years I have focused on video production, photography, website design, graphic design and, most recently, metalworking and jewelry design.

Education

- 2006 **Doctor of Philosophy, Department of Sociology**, University of Wisconsin-Madison. Focus: Sociology of Education and qualitative research methods. Dissertation title: "Visions of What We Know: School Subjects Depicted through Shifting Internet Discourses."
- 1997 **Master of Science, Department of Sociology**, University of Wisconsin-Madison.
- 1993 **Bachelor of Arts in Speech Communication and Sociology**, with High Honors, Portland State University.

Experience

- 2014-Present **Owner and Artist at Anapalana**, Madison, Wisconsin. Focus: metalworking, jewelry design and retail. Web: www.anapalana.com
- 2003-Present **Owner and Artist at Bigbite Productions**, Madison, Wisconsin. Focus: documentary and short films, corporate and training video production, website and graphic design, stock photography. Web: www.bigbite.org
- 2002-2009 **Co-Director of Wis-Kino filmmaking collaborative**, Madison, Wisconsin. Focus: organizer, filmmaker and website designer in a group of independent filmmakers that screens local and international productions, as part of the Montréal-based Kino network. Web: www.kino00.com
- 2001-Present **Collaborator at Blame Society Productions**, Madison, Wisconsin. Focus: video production, website design and graphic design for short form comedy videos. Web: www.blamesociety.net, www.welcometothebasementshow.com
- 2004-2005 **Consultant to the Center for the Mathematics Education of Latinos**, a Center for Learning and Teaching supported by the National Science Foundation. Focus: developing a project database.
- 2003-2008 **Post-Doc and Project Assistant, Diversity in Mathematics Education Center for Learning and Teaching, Wisconsin Center for Education Research**, University of Wisconsin-Madison. Focus: participant observation with the Discourse Change Study, following professional development within a multi-site research center.
- 1998-2003 **Project Assistant to Professor Adam Gamoran, and Project Manager for the Organizational Capacity Study Group of the National Center for Improving Student Learning and Achievement in Mathematics and Science**, Wisconsin Center for Education Research, University of Wisconsin-Madison. Focus: exploring the organizational contexts of K-12 mathematics and science teaching through qualitative interviews, participant observation and survey data.

- 2001-2002 **Consultant to the Urban Institute, Washington, D.C.** Focus: coding teacher interviews, creating a database for interview analysis and providing technical support for the USI Effective Schools study.
- 1995-2003 **Academic Teaching, Department of Sociology, University of Wisconsin-Madison.** Focus: Lecturer for “Methods of Sociological Inquiry,” Instructor for “Honors Tutorial in Sociology,” Teaching Assistant in several Sociology and Social Psychology courses.
- 1992-1994 **Academic Research and Office Assistance.** Sites: Intern at Battelle Pacific Northwest Laboratories, Battelle Washington Operations, Washington, D.C. (1992); Research assistant to Professor R.W. Shotola, Department of Sociology, Portland State University (1993); Assistant to Professor Pete Nowak, Department of Rural Sociology, University of Wisconsin-Madison (1994); Office Assistant for the Wisconsin Study of Families and Work, Department of Psychiatry, University of Wisconsin-Madison (1994).

Selected Clients

Habitat for Humanity - documentary video

University of Wisconsin - training videos for the Mindfulness Training for Smokers project

Madison Metropolitan School District - music videos with elementary school students

Southern Illinois University - vocational rehabilitation training videos

Planned Parenthood of Wisconsin - video production and photography

Adventure Yarns international development - website and graphic design

Cashmere People - website design

A Perfect Knot Yoga Center - video and website design

NessAlla Kombucha - video, photography and graphic design

Echo Valley Farm - documentary video

Wingra School - documentary video

Second Harvest Food Bank of Southern Wisconsin - documentary video

The River Food Bank - documentary video

Cooperative Care home health care co-op - documentary video

Generate Talent Management - website design

Monkey Business Institute improvisers - video production, graphic design, photography, website design

Inner Passage adventure guides - website and graphic design

Donor Collaborative of Wisconsin - website design

Madison Media Institute - video production

Free Speech TV Source Code - interviews and camera work

...and video production, graphic design and website design for many other organizations, businesses and artists