



NICHOLE FERNÁNDEZ, Ph.D.

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EDUCATION

PhD Sociology 2017
University of Edinburgh
Visualizing the Nation: National identity and nation branding in Croatia

MSc Sociology 2011
University of Bristol
National identity in Gallego Ethnic Homeland Visitors

BS Environmental Science 2009
Dickinson College

University of California, 2013
Los Angeles (UCLA) Ext.
Adobe InDesign, Adobe Photoshop, and Adobe Illustrator.

School for Int. Training 2008
Tanzania: Wildlife Conservation, Arusha, Tanzania

LANGUAGES

English 
Spanish 
Swahili 

RESEARCH EXPERTISE

I am a visual sociologist specialising in media representation with an expertise in qualitative research, migration, health, nationalism, environmentalism, and popular culture. Previous research has been conducted in Spain, Croatia, Scotland, England, Tanzania, and the US.

RELEVANT EXPERIENCE

Research Fellow Edinburgh, UK
Advanced Care Research Centre
University of Edinburgh - Present

Lead on Images of Care project, which aims to explore how care in later life is represented in visual media. Involves an analysis of media images and a participatory approach to lived experiences of care in later life. Contribute to activities in public engagement and knowledge exchange.

Grant Writer/Researcher Enderby, BC
Splatsin Development - 2021

Contractor for the Splatsin First Nation development company. Research, organise, and write grant opportunities for education, cultural resource management, environmental protection, and heritage conservation.

Lecturer San Diego, CA
University of California San Diego - 2020

Full time lecturer within the department of sociology at UCSD. Responsibilities included designing and teaching courses with direct learning outcomes, conducting assessments to meet course objectives, student support, and departmental involvement.

IT SKILLS

Research:

NVivo and SPSS

Education:

Blackboard, Moodle, Canvas, Kaltura, Zoom, Google Duo, remote learning and virtual classroom experience both synchronous and asynchronous learning.

Design:

Adobe Creative Suite and website building platforms

Writing/Admin:

Microsoft Office, Scrivener, Pages, Keynote, Evernote, Mendeley, Google Docs. Quicikbooks.

AWARDS/FUNDS

Sue Grant Service Award 2014

University of Edinburgh
Honourable mention

Fieldwork Fund 2015

University of Edinburgh

Research Student-Led Special Project Grant 2017

University of Edinburgh

PROJECTS & VOLUNTEERING

The Welcoming

Present

Volunteer for migrant and refugee organisation. Assist with health and wellbeing activities and run fitness classes for female migrants.

Red Cross

2020-2021

Disaster relief volunteer for the Red Cross. Most recently deployed

Visiting Assistant Professor of Sociology

Hiram, OH

Hiram College - 2019

Curriculum, course, and syllabus development in the department of sociology at a liberal arts college. Contributed to the development of a new core curriculum within the college.

Research Assistant

Edinburgh, UK

EMoTICON Twitter Project

University of Edinburgh - 2017-2018

Research assistant for a multi-method digital research analysing Twitter data on lack of public empathy online surrounding suicide. Responsibilities included qualitative data analysis of a large data set with collaboration in quantitative data analysis and publication of results.

Co-Founder

Edinburgh, UK

Visual Research Methods Group

University of Edinburgh - 2016-2018

Organised events, workshops, and lectures related to visual research methods along with fostering a network of academic researchers at the university engaged in visual research.

Creative Director

Edinburgh, UK

It Ain't Necessarily So - 2014-2016

Chief publisher, editor, and creative manager for a successful online academic magazine aimed at academic research for the general public.

Graphic Designer

Worldwide

Freelance - 2010-2021

Created promotional materials, logos, graphic art, etc. in both a print and digital medium for multiple organisations including universities.

TEACHING/LECTURING

UCSD - Lecturer - 2020

Undergraduate courses: Popular Culture, Nationality and Citizenship.

Hiram College - Assistant Professor - 2019

Undergraduate courses: Introductory Sociology, Advanced Sociological Theory, Visual Sociology: Gendered Images, Independent Study in Social Theory

University of Edinburgh - Guest Lecturer - 2016-2018

Postgraduate lectures: Research Design: Researching Images, Digital Sociology: applying visual methods, Innovative Research Methods

Undergraduate lectures: Qualitative Methods: Visual Methods

University of Edinburgh - Tutor - 2015-2017

Undergraduate courses: Designing and Doing Social Research, Science and Society 1b: Nature and Environment

to aid in sheltering and food assistance of those impacted by the 2020 California Wildfires.

Jog Leader

Edinburgh Frontrunners - Present

Lead and assist LGBT+ inclusive learn-to-run courses. Active member of Frontrunners.

LGBT+ inclusion

Scottish Athletics - 2017

Implemented greater gender inclusion policies for athletic events and organisations in a joint consulting and activism committee.

Graphic Design

2015 - Present

Volunteer graphic design for multiple non-profits including refugee, LGBT+, and environmental organisations.

REFERENCES

Dr. Liliana Riga

Senior Lecturer in Sociology
University of Edinburgh
Relation: PhD Supervisor

L.Riga@ed.ac.uk

Dr. Dennis Taylor

Ichthyologist, Distinguished
Professor of International Grants,
Professor Emeritus of Biology
Hiram College
Relation: Supervisor/Colleague

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Ross Bond

Senior Lecturer in Sociology,
University of Edinburgh
Relation: PhD Supervisor

R.J.Bond@ed.ac.uk

Dr. Julie Brownlie

Senior Lecturer in Sociology,
University of Edinburgh
Relation: Twitter Project Supervisor

Julie.Brownlie@ed.ac.uk

SELECTED PUBLICATIONS

Fernández, Nichole. 2020. "Constructing National Identity Through Galician Homeland Tourism". *Genealogy*. 4(1).

Brownlie, J., N. Dunne, N. Fernández, J. Ho, and T. Squirrell. 2021. "Troubling content: Guiding discussion of death by suicide on social media." *Sociology of Health and Illness*. 1(17).

Fernández, Nichole. 2020. "Nation Branding". *The State of Nationalism*.

Fernández, Nichole. 2014. "Collecting Mexico: Museums, Monuments, and the Creation of National Identity" by Shelley E. Garrigan. Reviewed in *Nations and Nationalism*. 20(4): 821-835.

Fernández, Nichole. 2017. "The Problem with Femvertising (or 'feminist' advertising)". *Sociological Images*. Available: <https://thesocietypages.org/sociimages/2017/02/13/the-problem-with-femvertising-or-feminist-advertising/>

Fernández, Nichole. 2017. "Images Matter". *Allegra Lab*. Available: <http://allegralaboratory.net/images-matter-thinkingvisually/>

Fernández, Nichole. 2015. "Filtered Realities: Instagram, Photo Filters, and Postmodern Images". *IANS*. <http://www.itaintnecessarilyso.org/articles/2014/08/22/filtered-realities-instagram-photo-filters-and-postmodern-images>

CONFERENCE PRESENTATIONS

Visual Sociology Panellist

New Directions - 2018

Edinburgh, UK

Nation branding images in Croatia.

International Visual Sociology Conference - 2017

Montreal, CA

A Toxic Relationship? Visuality and Women

Politics of the Gendered Body Symposium - 2017

Edinburgh, UK

Digital Sociology Panellist

New Directions - 2016

Edinburgh, UK

Landscape, Gender, and Nation

International Visual Sociology Conference - 2016

Oslo, Norway