2018 Board of Governors’ Election for Alumni Position
Candidate Profile Statements

Julia Bernstein (2015, Bachelor of Design (Environmental Design))

Profile Statement:

“My involvement in University life when I was a student, was lacking, to say the least. I was overwhelmed between the demands of the school and the demands of real life, and I didn’t know what was expected of me in either. It was a turmoil.

Now that I have been part of the professional design and architecture life, I can see how things could have been different for me, and many other students like me. I can see how I can help bridge the gap between the two worlds – the real and the student. This is my opportunity to give back.”

Terry Jenkins-Bricel (2014, Master of Arts (Contemporary Art, Design and New Media Art Histories))

Profile Statement:

“I am an accomplished professional with senior executive expertise in the design industry and cultural sector. I have served as an Executive Director at a public contemporary art gallery, and as a Director on the gallery’s Board for multiple terms. In design I have more than 25 years of experience including leading national projects at a global, interdisciplinary firm.

My extensive experience spans OCAD U’s core disciplines of art and design, positioning me to contribute with insight to the University’s objectives. It would be a privilege to leverage my cross-disciplinary background on the Board of Governors to forward OCAD U’s goals.”
Kenneth Caplan (1963, AOCA, (Communications))

Profile Statement:

“A creative thinker, socially-motivated innovative marketer and brand strategist.

Beginning with Expo ’67, [I] have been at the center of transformational enterprises including … launch of TD Bank’s 'Green Machine', … ascendance of Harlequin Enterprises, … expansion of Four Seasons Hotels and … emergence of York Region as 'Ontario's Rising Star'.

Today I am at the forefront of an historic collaboration between the City of Markham and Eabametoong First Nation.

As … an [OCAD U] Board [member]… [I] will apply [my] critical thinking and creative talents to further the vision and objectives of OCAD U and its outreach to cultural communities in Canada and internationally.”

Maziar Ghaderi (2015, Master of Design (Digital Futures))

Profile Statement:

“I am a new media artist and educator whose multimedia productions [were] recognized internationally by MIT Media Lab, International Symposium on Electronic Art (Dubai), Creator's Project, Globe & Mail, CBC Radio, SIGGRAPH and the Marina Abramovic Institute. My interests lie in the interdisciplinary remediation of cultural intangible practices through new media technologies to provoke critiques, metaphors and epiphanies.

I wish to advocate for viewpoint diversity and democratization of arts that demands accountability and transparency. If elected, I will be the difference that challenges … minority tokenism and strives for an OCADU that better reflects the local community and the zeitgeist of these … polarized times.”
Naseer Roopani (2006, Bachelor of Design (Industrial Design), 2015, Master of Design (Strategic Foresight & Innovation))

Profile Statement:

“I have been] an independent business consultant for over 15 years to large corporate clients in the public and private sector. …

I am] a two-time graduate of OCAD U with a Masters of Design, in Strategic Foresight & Innovation, and a Bachelors of Design, in Industrial Design. …

Previously, I have] served … on the [OCAD U Board], Senate, Senate Executive Committee, and several other committees as [a] Graduate Student representative.

As a two-time graduate…, I am …passionate about what this exceptional institution has to offer our community and …generations to come [and] I [want] to play my part … by serving as an Alumnus.”

Martin Shewchuk (1978, AOCA (Communication & Design))

Profile Statement:

“It would be my honour to serve on the OCAD U board, as my way to help future generations benefit, as I did, from an education at this unique, world class institution.

As Creative Head for two Advertising multinationals, I've hired dozens of OCAD U graduates.

As Canada's most experienced creator of TV Advertising I've had a key role in making over 3200 television commercials for marketers around the world.

My first-year drawing instructor suggested I could have a career as a mediocre illustrator... or successful in Advertising if I studied Communication & Design. Best advice I ever got!”