

Education

Hollins University

MALS, Interdisciplinary Studies
Graduation — September 2015

Tyler School of Art & Architecture

BFA, Fine Arts
Graduation — January 2008

Professional Practice

Joseph Mackereth

Studio Practice
May 2008 – Present

Merje Design

Senior Wayfinding Designer
January 2024 – Present

Exit

Wayfinding Designer
June 2021 – January 2024

Philadelphia Sign

Wayfinding Manager
August 2019 – June 2021

Gecko Group

Environmental Designer
August 2017 – August 2019

Center in the Square

Marketing Manager
March 2014 – August 2017

University Teaching

Rutgers University

Lecturer
July 2025 – Present

Special Topics in Graphic Design: Wayfinding (50:08:439) — Fall 2025

Design Elective *Created this course
Explores wayfinding as a systems design problem,
integrating visual and spatial elements into
coherent frameworks that support navigation
in the built environment.

27 Quarter Turn East Rd.
Levittown, PA 19057
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215-514-1149

JOSEPH MACKERETH

JOSEPHMACKERETH.COM

Tyler School of Art & Architecture

Adjunct Instructor

January 2024 – Present

Advanced Typography: Wayfinding (3031) — Spring 2025

Design Elective *Created this course

Explores typography as a spatial system, emphasizing how hierarchy, scale, and environmental context influence legibility and navigation.

Additional Teaching Experience

Bower Center For the Arts

Workshop Instructor, Fundamentals of Drawing

October 2013

Publications

Visibility and Expectations in Wayfinding Strategy

Royal Institute of Navigation

May – June 2024

Spatial Communications Systems Across Languages

Royal Institute of Navigation

January – February 2024

Individual Differences in Spatial Navigation

Royal Institute of Navigation

November – December 2023

Effects of Map Orientation on Spatial Knowledge Acquisition

Royal Institute of Navigation

September – October 2023

The Hogeweyk Dementia Village

Royal Institute of Navigation

July – August 2023

Landmark-Dependent Navigation Declines with Age

Royal Institute of Navigation
March – April 2023

Drawing Data with Kids: Book Review

Nightingale: The Journal of Data Visualization
Fall 2023

Visualizing Direction and the Use of Arrows

Nightingale: The Journal of Data Visualization
Reprinted on UX Collective's website
Winter 2022

Wayfinding Is Where Place Meets Information Design

Nightingale: The Journal of Data Visualization
Reprinted on SEG'D's website
Summer 2020

Guest Lectures

From Space to Place: Introduction to Wayfinding Design

Guest Lecture
Temple University, October 2025
Rutgers University, April 2025

Visualizing Direction and the Use of Arrows

Guest Lecture
The Data Visualization Society, July 2023

The Neuroscience of Wayfinding

Guest Lecture
Exit Design, August 2022

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Service

**Member, Occupational Advisory Committee
(Commercial & Advertising Arts Program)**

Bucks County Technical High School
April 2023 – Present

Mentor, 2025 Mentorship Program

ALGA Philadelphia
February 2025 – July 2025

Communications Representative

CogNav
(Cognition and Navigation Special Interest Group)
December 2022 – January 2025