

CURRICULUM VITAE

Lorene M. Shyba, MFA, PhD

Contact Information

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Social Media

- Website: loreneshyba.ca | durvile.com
- Twitter: [@durvileuproute](https://twitter.com/durvileuproute)
- YouTube: youtube.com/c/LoreneMShyba
- Facebook: facebook.com/durvileanduproute
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Bio. Dr. Lorene Shyba is Director and Publisher at Durvile & UpRoute, a Calgary-based book publishing house. She edits the "True Cases" and "Reflections" series at Durvile, and the "Every River Lit" and "Artist Survival" series at UpRoute. Lorene co-edits the "Indigenous Spirit" series with Raymond Yakeleya. Her research focuses on the application of AI and new technologies in the creative arts. Lorene holds an MFA in Performance and Multimedia and a PhD in Interactive Media from the University of Calgary.

PROFESSIONAL CAREER EXPERIENCE

- **Current:** Director and Publisher, Durvile Publications Ltd. o/a Durvile & UpRoute, Calgary, Alberta, Canada.
- **2012-2015:** Creative Director, Lorene Shyba Media Design. Responsibilities included editorial roles at Durance Vile Publications and producing the "Attainment: Women and Discovery" series.
- **2009-2012:** Assistant Professor, Technical Communication Department, College of Letters, Sciences, and Professional Studies, Montana Tech of the University of Montana, Butte, Montana.
- **2008-2009:** Assistant Professor, Department of Communication Studies and Multimedia, Faculty of Humanities, McMaster University, Hamilton, Ontario.
- **2005-2006:** Assistant Professor, Department of New Media, Faculty of Fine Arts, University of Lethbridge, Lethbridge, Alberta.
- **1994-2002:** Founding Executive Director, Alberta Magazine Publishers Association (AMPA), part of the Alberta Cultural Industries Alliance (ACIA); concurrent roles include Creative Director at Sundial Media Ltd. and Instructor at SAIT and Mount Royal University, Calgary.
- **1989-1994:** Associate Publisher and Art Director, Media West Magazine, and concurrently, Art Director at Compass Communications, Vancouver, B.C.
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PROFESSIONAL PREPARATION

- **PhD in Interactive Media**, Interdisciplinary Graduate Program, University of Calgary, completed June 2008. Dissertation: "Beyond Fun and Games: Interactive Theatre and Serious Videogames with Social Impact" under Professor J.R. Parker.
- **MFA in Theatre Studies (Performance, Film, and Multimedia)**, Department of Drama, Faculty of Fine Arts, University of Calgary, completed May 2004. Thesis: "Messaging in the Nöosphere: Integrated Media and Human Computer Interaction" under Professor Kathleen Foreman.
- Additional studies at The University of Art and Design, Helsinki; The Banff Centre, Alberta; Tamagawa University, Tokyo, Japan.

SKILLS AND EXPERTISE

- Extensive experience in curriculum design and teaching at the post-secondary level.
- Expertise in curatorial and project coordination, including organizing symposia, conferences, and exhibitions.
- Over three decades of experience in book, magazine, and digital media publishing and marketing.
- Proficient in marketing best practices and publishing and design software.
- Knowledgeable in copyright law, permissions, contracts, and royalties management.

PUBLICATIONS

Durville Imprint - True Cases series:

- Forthcoming and published works include titles like "Rough & Messy Justice" by W.K. Regular PhD (2025), and "Indigenous Justice" edited by L. Shyba and R. Yakeleya (2023).

UpRoute Imprint - Indigenous Spirit Series:

- Notable works include "The Art of Making: Rediscovering the Blackfoot Legacy" by J. Tailfeathers (2024) and "Stories of Métis Women" edited by B. Oster and M. Lizee (2021).

Artist Survival Series:

- Recent publications include "Ascenti: Humans Opening to AI" edited by L. Shyba and J.R. Parker (2024), and "Generative Art: Algorithms as Artistic Tool" by J.R. Parker (2020).

AWARDS AND RECOGNITIONS

Academic Research Awards:

- "Excellence in Service Learning Award" from Montana Tech (2010), Trevithick Book Prize from the University of Calgary (2009), among others.

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Publishing Awards:

- Nominated for the W.O. Mitchell Award (2024), Publisher of the Year by the Alberta Publishers Awards (2023), and various other recognitions in the publishing field.

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AFFILIATIONS

- Full member of the Book Publishers Association of Alberta (BPAA).
- Full member of the Association of Canadian Publishers (ACP).