

Academy for Strategic Creativity

Meet Your Program Facilitators



Amy Bucciarelli, MS, ATR-BC, LMHC

UF Creative Engagement Liaison
University of Florida, College of the Arts
Faculty & Art Therapist
University of Florida, Center for Arts in Medicine

Amy Bucciarelli, MS, ATR-BC, LMHC is the UF Creative Engagement Liaison for Provost-sponsored interdisciplinary creative initiatives across campus. She is also Faculty with the Center for Arts in Medicine. Amy came to academics after ten years of clinical work as a Board-Certified Art Therapist and Licensed Mental Health Counselor supporting hospitalized children with chronic and critical illnesses.



Over the past six years, Amy has taken a deep dive into creativity theory, design thinking, and innovation through teaching for the UF Innovation Academy. As the former Academic Coordinator for the Innovation Academy, Amy wrote curriculum around creative theory and applied creativity, helped train interdisciplinary creative faculty, and collaborated with faculty innovators from divergent disciplines across UF's campus.

Overall, Amy's teaching and leadership evolve from the belief that "Creativity is a Lifestyle". Creativity promotes personal balance and wellbeing. It is not something that is reserved for the genius or the elite, but rather, it is something innate in all of us. With just a few tools and a little practice we can unlock unlimited possibilities from within ourselves. Then in collaboration - with creativity permeating throughout our work - we can make the world a joyful, healthy, and beautiful place.

Jim Harrison

Creative Director, The Agency
Faculty Lecturer, College of Journalism and Communications

Jim Harrison is a Senior Creative Director and Faculty Lecturer at the University of Florida and an award-winning communicator, graphic designer and visual artist. He currently leads creative strategy at The Agency, an integrated communications firm within the College of Journalism and Communications. From 2010-2016 he was instrumental in guiding strategic creative efforts for the UF brand within the department of University Relations, as well as assisting other units across campus with their strategic branding, communications and design efforts. He is also an adjunct instructor of upper-division Graphic Design at the UF College of the Arts, and has taught design thinking for UF's Innovation Academy. Across campus Jim regularly supports teams in pursuit of their best work, helping them use the creative process to solve tough problems.



In 2017 Jim was appointed as a Faculty Lecturer in the College of Journalism and Communications, and now in addition to his other duties teaches Forward Thinking, a course he designed on understanding and applying the psychology of creativity to bridge the gap between ideas and strategy.

A designer and creative director in Gainesville for over 25 years and an IDEO certified Leader for Creativity, Jim founded the design studio MetaVisual, specializing in branding and visual systems, and is perhaps best known locally for the Gainesville Fruit Company — a series of graphic prints featuring local landmarks, executed in the vintage style of classic fruit crate labels. His graphic work, featured in multiple solo gallery exhibitions, has won numerous Gold and Best in Show ADDY awards, and is in the collection of the Library of Congress Prints & Photographs Division. He is a past recipient of a prestigious SAPPI Paper "Ideas That Matter" grant, and the founding Vice-President of AIGA Gainesville — the local chapter of the professional association for design.

Scott Blades, M.Ed.

Assistant Director, UF Training & Organizational Development

As assistant director of UF Training & Organizational Development (T&OD), Scott brings nearly 20 years of teaching, educational technology, instructional design, and multimedia production experience to his role. Scott's position requires him to interface with UF subject matter experts to produce first-rate professional development opportunities for faculty and staff, oversee numerous campus-wide training programs, manage a team of talented instructional designers and trainers, and teach a series of communications, productivity, and leadership courses. As a professional who wears many hats, Scott is passionate about teaching the importance of prioritizing, strategic planning, maximizing performance, and communicating as key skills for effective professionals and leaders. In addition to his work for the Academy for Strategic Creativity, Scott also partners with the College of Journalism and Communications to offer the Strategic Communications Academy for Leaders and Scholars, a professional development program that helps UF faculty and staff use strategic thinking, community building and persuasive storytelling skills to achieve their goals.



Prior to joining T&OD, Scott served as the coordinator of instructional design for UF's College of Pharmacy where he worked with faculty to translate their subject matter expertise into instructionally sound and creative learning experiences that included presentations, animations, live action video, longitudinal case studies, and alternate reality gaming. Scott has also worked in the corporate world as an instructional designer, most notably for the medical company, Regeneration Technologies, Inc. Scott began his career teaching high school English in Pennsylvania. When he is not working, Scott puts his creative and communication skills to use as a singer, songwriter, and recording artist.