

JOYCELYN WILSON

EDUCATOR • ANTHROPOLOGIST • AUTHOR • DESIGNER

Joycelyn Wilson is an educational anthropologist, designer, author, and public scholar whose work explores how Black expressive cultures generate knowledge, inform design, and inspire innovation. An Associate Professor at the Georgia Institute of Technology, she examines Hip Hop as a system of knowledge production and a form of design intelligence, advancing new ways of thinking about education, media, technology, and creativity.

Whether speaking from a conference stage, facilitating an interactive workshop, advising organizational leaders, or contributing to national media conversations, Wilson helps audiences see culture as a backdrop to innovation and as one of its most powerful engines.



AS FEATURED IN **STARZ**

The Atlanta
Journal-Constitution

InStyle

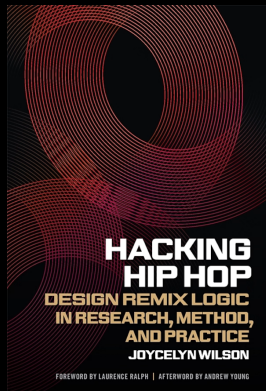
billboard **NETFLIX**

THE BITTER
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NEW BOOK

Hacking Hip Hop is a methodological memoir positioning Hip Hop as a system of design thinking. Joycelyn Wilson introduces "Design Remix Logic" (DRL), showing how Hip Hop remixes culture, sound, and memory into meaning and innovation.

Written for scholars, educators, and artists, the book moves from what Hip Hop is to how it works as a design language that builds new worlds.



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More About Book**

WORK WITH JOYCELYN

- **Speaking:** Three decades of Hip Hop and design research, delivered live.
- **Writing:** Academic rigor and cultural relevance — published from Hacking Hip Hop to Billboard.
- **Consulting:** Advising orgs and institutions on programs and archives rooted in Hip Hop culture and design.
- **Research:** Archival and digital humanities work preserving Hip Hop's cultural record.

FOCUS AREAS

- Design Remix Logic for Organizations
- Hip Hop as a System of Knowledge Production
- Hip Hop Pedagogy in Practice
- Creative Learning for the AI Era
- Storytelling as Strategy
- Digital Archives as Research Practice
- Southern Hip Hop and the Cultural Legacy of Atlanta
- Preserving Cultural Memory in the Digital Age



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