Hank Gerba

Education

Stanford University, PhD Student in Art History with a concentration in Film & Media Studies, Department of Art & Art History. Advisor Shane Denson
Stanford University, MA in Art History with a concentration in Film & Media, Department of Art & Art History. Advisor Shane Denson. 2023
Reed College, BA in Art History. Advisor Kris Cohen. 2013-16.

Writing, Publications

Undergraduate Thesis: The Ecological Approach to Videogame Perception
Article: CES 2017: An Argument for Opacity in Our Next Technologies || etcentric.org
White Paper: A.I. and Narrative: Deciphering Dramatic Structure || USC School of Cinematic Arts
White Paper: Universal Character Model || USC School of Cinematic Arts
Article: Non-Linear Aesthetics || Duke University Press (forthcoming)
Article: The Glint || *Real Life Magazine*
Review: A Review of Glitch Feminism || *Media-N*

Conferences, Organizations, Awards

"Blurred Bounding: Spider-Man and the Aliased Image." Panel at SLSA 2022
Digital Aesthetics Workshop, Lecture series sponsored by the Stanford Humanities Center, Graduate Student Coordinator, 2022-2023
SCMS Film Philosoph SIG, Secretary, 2022-2023.
Film Philosophy SIG Graduate Student Award, SCMS 2021
"Blurred Bounding: Real-Time Rendering in Spider-Man Far From Home" Panel at SCMS 2021
Digital Humanities Graduate Fellowship, Center for Spatial and Textual Analysis, Stanford CA. 2021
"Encountering Deep Fakes from Gesture to Descent" on the "Deep Fake Energies" Panel at SLSA2020
"Rethinking Non-Linear Aesthetics," Recursive Colonialisms Conference, 2020
Berkeley-Stanford SFMOMA Art History + Media Studies Graduate Symposium. Lead organizer. San Fransisco, CA. Cancelled due to COVID-19.
Digital Aesthetics Workshop, Lecture series sponsored by the Stanford Humanities Center, Graduate Student Co-Coordinator, 2019-2021. Stanford, CA
Critical Practices Unit, media lab sponsored by Stanford VP for Arts. Lead Organizer. 2019-2020. Stanford, CA
"Dividual Personhood and Digital Coloniality." Lecture delivered at Stanford University. November 18, 2019.
"Abstraction≠Allegory, Notes Toward a Non-Linear Human." Technocultures Workbench. September 13, 2019. Berkeley, CA.
"Interfaces of Control, Interfaces of Desire." Stanford-Leuphana Summer Academy 2019. June 24-28, 2019. Berlin, Germany.
"The Epigenetic Interface." Stanford Digital Aesthetics Workshop Graduate Colloquium. May 15, 2019. Stanford, CA.
"Soul, Skin, Chance." Lecture delivered at Stanford University. May 24, 2018. Stanford, CA.

Hank Gerba

310-699-0590
PHONE

HANKG@STANFORD.EDU
EMAIL

Work

WORLD BUILDER + PROJECT LEAD, NIANTIC INC., 2018

Designed an internal VR/AR experience based on Niantic's game *Ingress* that leverages emergent network effects to unfold a narrative over several months. Drafted mechanics, narrative, and user experience.

PROJECT MANAGER + LEAD WRITER, HANSON ROBOTICS, 2017-18

Led a team of ten to construct, technically and narratively, a humanoid robot called Sophia. Planned and executed several major press events. Gained insight into the world of A.I. and robotics.

VR ASSOCIATE PRODUCER + DIT, WONDER BUFFALO, 2017

Created 3D assets, contributed to narrative and UX development of *Wonder Buffalo, The Virtual Reality Experience*. Took the VR experience to Sundance, SXSW, VRLA, AFI, and was nominated for an Emmy.

JOURNALIST & VIDEOGRAPHER, ENTERTAINMENT TECHNOLOGY CENTER
USC SCHOOL OF CINEMATIC ARTS, 2013-2018

Published forecast articles and wrap-up analyses related to CES 2014-2018 for USC's final report magazine. Presented reports to studio CTO's.