



ALEX NORTON

Product Designer &
Researcher

EDUCATION

MASSACHUSETTS COLLEGE OF ART & DESIGN

Bachelor of Fine Arts in Graphic Design
Departmental Honors

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Neuroscience, Architectural Computation,
Computer Science

SELECT AWARDS & EXHIBITION

- 2016 White House Frontiers Conference
Neo Game (launch) + MSTY VR Experience
- 2016 Istanbul Design Biennial
Are we Human? Neurons + Museum
- 2016 Boston HUBWeek
BrainVR
- 2016 Tribeca Film Festival
BrainVR
- 2016 VR at MIT
BrainVR
- 2016 Swissnapse, Neuron Renderings
Weisman Art Museum
- 2016 Keynote Speaker
Immersive Data Vis @Bocoup
- 2016 Keynote Speaker
UT Brain Awareness Week
- 2015 Time Square Arts
Brain Images Take Over
- 2014 TED 2014
From Neurons to Space: A Virtual Reality Experience
- 2014 TEDxAmsterdam
Game to Map the Brain
- 2014 NY Times | Front Page
All Circuits Are Busy
- 2014 Koch Image Awards
Winner: Ganglion Style
- 2014 National Science Foundation
Winner: Best Visualizations of 2013
- 2014 Science Magazine
Winner: Best Visualization of 2013

CONTACT

alexnortn@gmail.com
alexnortn.com
774 766 1179
linkedin.com/in/alexnortn

FOCUS

Multidisciplinary designer with a focus at the intersection of people and technology, weaving lessons from natural systems into creative solutions, delightful interactions, and computational models.

RECENT WORK EXPERIENCE

EYEWIRE, A GAME TO MAP THE BRAIN | MIT

Lead Interaction & Front-End Designer, 2015–

Responsible for leading design decisions and managing a team of designers + illustrators in service of a diverse community of online gamers and science enthusiasts. Created identity systems, UX + UI guidelines, and implemented production-quality code.

Worked with an interdisciplinary team of artists, scientists, and developers to transform complex theory into playful systems, delightful interface, and interactive story-telling.

BEANTOWNVR

Founder, Creative Director, 2016

Founded a Boston based virtual reality project positioned to explore the complexity of scientific and tech spaces through browser based interactive narrative and immersive data visualization experiences.

MACRO CONNECTIONS | MIT MEDIA LAB

Designer + Developer + Researcher, 2014

Designer for a multi-disciplinary team of researchers, architects, urban planners, physicists and developers creating an application helping specialists find insights in complicated data streams.

SEUNG LAB | MIT, MCGOVERN INSTITUTE

UROP + Designer, 2013–2014

Designer + Animator alongside a lab of computational neuroscientists. Established an identity system and assisted in preparing national publications, animations, and 3D figures from raw data.

INTERESTS

Algorithms
Augmented Reality
Exploring / People
Info Architecture
Machine Learning
Neuroscience
Photography
Prototyping
Responsive Design
Typography
Ultimate Frisbee
Virtual Reality
Backcountry Skiing

SOFTWARE

Adobe Creative Suite
Asana/Trello
Autodesk 3ds Max
Dropbox Paper
FramerJs
Google Suite
Keynote
Meshlab
Rhinoceros
Sketch
Slack
Sublime/Vim
Unity3D

DEVELOPMENT

Javascript, Typescript,
CoffeeScript, NodeJs,
HTML/CSS, jQuery,
Webgl, GLSL, Unity C#,
Processing, Arduino,
C++, C, Bash/Shell,
Maxscript/Python
Angular(1,2)/Vue.js,
Git/Markdown,
Stylus, sass, Pug, Gulp,
D3, p5js, three.js,
Openframeworks,
OpenCV, Toxiclibs,
Box2d, Matter.js