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ALEX NORTON

Designer, Researcher,
Creative Coder

CONTACT

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FOCUS

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

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

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 to best serve a diverse community of online gamers and science enthusiasts. Created identity systems, design 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	SOFTWARE	DEVELOPMENT
Algorithms	*Adobe Creative Suite*	*A-Frame*
Augmented Reality	*Asana*	*Angular*
Exploring / People	*Autodesk 3ds Max*	*Bash/Git*
Info Architecture	*Google Suite*	*C#/Unity/VR*
Machine Learning	*Keynote*	*D3/p5js/ ThreeJs/*
Neuroscience	*Rhinoceros*	*Jade/HTML/CSS*
Photography	*Sketch/FramerJs*	*Javascript/NodeJs*
Prototyping	*Slack*	*Maxscript/Python*
Responsive Design	*Sublime/Vim*	*Openframeworks*
Typography	*Unity*	*OpenCV*
Ultimate Frisbee		*Processing/Arduino*
Virtual Reality		*Stylus/jQuery*
Windsurfing		*Toxiclibs/Box2d*