



ALEX NORTON

*Designer, Researcher,
Creative Coder*

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 Tribeca Film Festival
BrainVR
- 2016 VR at MIT
BrainVR
- 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 | Font 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

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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 less experienced designers 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

*Algorithms
Exploring
Info Architecture
Machine Learning
Neuroscience
People
Photography
Responsive Design
Sketching
Typography
Ultimate Frisbee
Windsurfing*

SOFTWARE

*Adobe Creative Suit
Asana
Autodesk 3ds Max
Google Suit
Keynote
Rhinoceros
Sketch/FramerJs
Slack
Sublime/Vim
Unity*

DEVELOPMENT

*Angular
Bash/Git
C#/Unity/VR
D3/p5js
Jade/HTML/css
Javascript/NodeJs
Maxscript/Python
Openframeworks
OpenCV
Processing/Arduino
Stylus/jQuery
ThreeJs/Box2d*