



## 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 | 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

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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 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

*Algorithms  
Augmented Reality  
Exploring  
Info Architecture  
Machine Learning  
Neuroscience  
Photography  
Prototyping  
Responsive Design  
Typography  
Ultimate Frisbee  
Virtual Reality  
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*