

Christian Grewell

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Emerging media, innovation, and tech professor at [NYU Shanghai](#). UI/UX designer, industrial designer, software engineer with knowledge of all the stacks. Currently excited about making blockchain-based tiny games with my studio.

ACADEMIC + PROFESSIONAL APPOINTMENTS

2015 - Present: New York University, NYU Shanghai

Assistant Arts Professor, Emerging Media + Business

Associate Director, Program on Creativity + Innovation

Associate Director, Emerging Media

2017 - Present: New York University, NYU Abu Dhabi

Visiting Assistant Professor, Interactive Media

2018: Tongji School of Design and Innovation

Visiting Professor, Design and Innovation

2010 - 2015: New York University

Founding Team + Associate Director, Program Manager, NYU Shanghai

ENTREPRENEURIAL ACTIVITIES

M3diate, Inc.

Co-founder

Co-founder of a company that is developing an audio conferencing hardware and software product that can dramatically increase the quality of voice calling while reducing infrastructure costs.

TEACHING EXPERIENCE

Emerging Media Business Courses:

- Trust (Summer, 2021)
- The Technology Innovation Process (Spring, 2021)
- Resourcefulness (January, 2020)
- Application Lab (Fall 2019 - Present)
- Superhuman (January 2019)
- Blockchains: Programmable Trust (Fall 2019)
- Branding + Innovation (Spring 2017 - 2020)
- Made in China (Spring 2018)
- Innovation, Shenzhen Style (Fall 2016, Spring 2018)
- The Minimum Viable Product (Spring 2015, Fall 2016, Spring 2017)
- Rapid Prototyping (Fall 2015)

Emerging Media Arts Courses:

- Interface Lab (IMA Low Res, Summer 2020)
- Storytelling in Mixed Reality (Spring 2017, Fall 2020)
- 1UP (Spring 2019)
- Creating Immersive Worlds (Spring 2015, Spring 2016, Fall 2016)

PUBLICATIONS

Grewell, C. 2018 - 202 Assorted IMA/B Course Content and Technical Tutorials (232 articles): <https://medium.com/@magicxtian>

Grewell, C. 2019. *"The State Advances, The Private Sector Retreats"*. Manuscript submitted for publication

Sargent, T & Hall, G. 2010 - "Accounting for the Federal Government's Cost of Funds". Acknowledged.

RESEARCH, EXHIBITIONS AND PROJECTS

2021, Citation

Citation is a collection of tiny-games with blockchain integration, each designed to teach a specific topic while still being fun and challenging.

Features:

- can be played over a coffee-break on a browser
- blockchain-based high score table
- NFT accomplishments

2021, Hello: Metaverse

A 1-bit VR platform for experimentation and metaverse preparation.

The black sun is meta-metaverse VR platform and an homage to Neal Stephenson's phenomenal sci-fi book Snow Crash . It's primary purpose is to allow for a new course I've designed, called Hello: Metaverse. Where students are given mobile VR headsets, and asked to create their own metaverses within the Black Sun.

2020, Teaching Through Technical (Research: Education and Innovation)

Tembien, Ethiopia

The goal of this ongoing project is to create a technology-oriented sustainable high school in Tembien, Ethiopia. We became aware of this need while working with the Dr. Atakalti school in January 2020. This school, which teaches over 700 children in grades 1-8, was the field site for an [NYU Abu Dhabi course: Resourcefulness](#). The Dr. Atakalti school is considered a very good school by area parents who are eager for their children to attend. As a successful school, teachers are also eager to be employed there. While at the school, however, we learned of their dire need for a companion high school which would allow their successful students to continue learning.

2019, SkyNet (Research: Technology and Art)

NYU Shanghai

This project uses advanced motion capture technology and machine learning to recognize "expert and amateur motion" in a wide variety of disciplines, such as dance, calligraphy, and musical performance.

2018, The Future Hardware Project (Research: Innovation)

Hax, Shenzhen, China

A short summer experience for a small number of students. The project consisted of research in the form of short articles on the Shenzhen ecosystem, research composed of ideation and creation of a product ostensibly for production in this ecosystem, and finally a 'mapping' exercise consisting of exploration and cataloging of Shenzhen's Huaqiangbei electronics markets.

2018, MMM (Exhibition)

Modern Museum of Art, Shanghai

Developed an exhibition demonstrating novel technologies and techniques to capture and reproduce photo-realistic environments in virtual reality.

2017, 超空 (Exhibition)

Global CRE8 Summit, Shenzhen

Designed and developed an innovative networked virtual reality experience where over 1,000 audience members were able to share and interact with each other in a virtual environment.

2017, Project Neuron (Exhibition)

International Computer Music Conference, Shanghai

Developed software and systems to generate a multimedia visualization based on the neurological processes involved in hearing sound for the keynote performance at the 2017 ICMC Conference.

2017, HamletVR (Exhibition)

Tribeca Film Festival

HamletVR is an interactive virtual reality theater experience where participants at the Tribeca Film Festival and across the world could watch, interact with and explore Shakespeare from an entirely new point of immersion.

2016, Bongos

Tech Open Air, Berlin

Bongos is a virtual reality audio production experiment where the user is able to create a multi-track virtual reality audio experience, where the sound from each track is accurately spatialized according to the location of objects relative to the listener.

INVITED TALKS

2019 - Presentation: Deep Cakes. The WiSE Conference. Beijing.

2018 - Presentation: SkyNet. WiSE Conference. Beijing.

2018 - Presentation: Blockchains, Programmable Trust. NYU Shanghai
Volatility Institute Lecture Series. Shanghai.

2018 - Presentation: The Philosophy of Presence in the Age of VR. Shenzhen Cre8 Summit. Shenzhen

2016 - Presentation: Music From Thin Air: How New Technologies Will Transform Music Synthesis. Tech Open Air Conference. Berlin.

2015 - Presentation: Educational Technology, Past, Present and Future UNESCO Conference. Shenzhen.

MEDIA

2019 - Github gives Chinese developers censor-proof forum. Technode.
<https://technode.com/2019/04/16/github-gives-chinese-developers-censor-proof-forum/>

2019 - Are AI Robots the Future of Parenting in China. CNN.
<https://www.cnn.com/2018/09/28/health/china-ai-early-education/index.html>

2018 - Inside China's Silicon Valley: From Copycats to Innovation CNN.
<https://www.cnn.com/2018/11/22/tech/china-tech-innovation-shenzhen/index.html>

2016 - Television Interview. Shanghai Educational Policy and Reform. CCTV.

GRANTS AND AWARDS

2020 - Curriculum Challenge Fund

Awarded a grant to develop Hello: Metaverse, NYU's first course entirely in a virtual environment.

2017 - NYU Green Grant

Awarded NYU Green Grant for proposal to introduce innovative green transform the NYU Shanghai campus through the creation of an educational space open to experimentation, teaching, research and sustainable business.

2016 - Global Seed Grant

Awarded Global Seed Grant for Collaborative Research in collaboration with the NYU Tisch Game Center and the Integrated Digital Media Program at the Tandon School of Engineering for its "Living Stories through Technology",

EDUCATION

2010: New York University, Leonard N. Stern School of Business

MBA

2007: New York University, College of Arts and Science

BA, Economics

SKILLS

Chinese (fluent)

Programming and Development (C++, Python, Javascript, Java, Swift, Dartm
ReactJS, Gatsby, Flutter, Swift, Heroku, CI, HTML, CSS, Unity, Godot, Unreal)
Design (Adobe Creative Suite, Figma, Framer, SwiftUI, Fusion360, Altium,
Blender)

Game Design and Development (Unity, UE4, Godot)