

## EDUCATION:

- 2006 - 2008 University of California, Los Angeles  
*MFA in Design / Media Art*
- 2001 - 2006 San Jose State University  
*BFA in Digital Media Art*

## Aaron Siegel

www.datadreamer.com  
aaron@datadreamer.com  
+1 707-484-1629  
4017 1/2 Leeward Ave.  
Los Angeles, CA 90005

## WORK EXPERIENCE:

- 2015 - Now University of Southern California, Roski School of Art and Design, Iovine and Young Academy
- *Lecturer of Design.*
  - *Classes:* FADN 303 Web Design, ACAD 178 Motion Graphics.
  - *Responsibilities:* Developing lesson plans, lecturing students, presenting the history of design in the context of the internet and motion graphics mediums.
- 2012 - 2014 Fabrica
- *Head of Interaction and Online Experience / Creative Director of Urban Codes Studio.*
  - *Projects:* Playful Inter-Action, Sadly By Your Side, Colors News Machine, Anti-NIS, Museum of Future...
  - *Responsibilities:* Creative direction of projects regarding interaction, technology and public space, as well as management of a team of 10 designers, developers, artists and researchers.
- 2012 Facebook
- *Sub-Contractor / Visualization Designer / Software Development*
  - *Project:* fMC Timeline Hallway Experience
  - *Responsibilities:* Java/Processing/OpenGL programming, visual development, data visualization, user interface design, video editing.
- 2011 MIT SENSEable City Laboratory / Singapore-MIT Alliance for Research and Technology
- *Research Engineer*
  - *Projects:* LIVE Singapore!, BackTalk
  - *Responsibilities:* Java/Processing/OpenGL programming, visual development, data visualization, user interface design, video editing.
- 2008 - 2011 Electroland
- *Software Developer / Interaction Designer*
  - *Projects:* Lightspan, Guinness, Los Angeles Author Wall, Pulse, Sprung, Enteractive, Connection
  - *Responsibilities:* Java/Processing/OpenGL/Actionscript/TwinCAT/Unity 3D programming, animation design, interaction design, user interface design.
- 2010 NASA Jet Propulsion Laboratory
- *Contractor / Software Developer*
  - *Projects:* Project Formulations Lobby Display
  - *Responsibilities:* Java/Processing/OpenGL programming, visual development, animation design.
- 2008 NASA Jet Propulsion Laboratory
- *Visual Strategist Research Fellowship*
  - *Mentors:* Dan McCleese, Chief Scientist, and Dan Goods, Visual Strategist
  - *Projects:* Mars Climate Sounder Visual Interface, Mars Climate Sounder Orbital Interface
  - *Responsibilities:* Java/Processing/OpenGL programming, user interface and data visualization design.
- 2007 - 2008 University of California, Los Angeles
- *Teaching Assistant*
  - *Responsibilities:* One-on-one tutelage of students on conceptual and technical material, web site management, leading class tutorials, special lecture topics and discussion groups.
- 2005 - 2006 Antonio Muntadas Public Art Installation and Residency
- *Visual Designer / Software Developer*
  - *Project:* On Translation: Social Networks
  - *Responsibilities:* Mockup visual design, Python/OpenGL/Actionscript prototyping, data visualization, user interface design, data modeling.

## EXHIBITIONS:

2014	<i>Museum of Future Government Services</i> @ Government Summit, Dubai, United Arab Emirates.
2013	<i>Pendulums and Shiver</i> in "Playful Inter-Action" @ MAXXI, Museum of 21st Century Art, Rome, Italy. <i>Colors News Machine</i> in "Festival of Dangerous Ideas" @ Sydney Opera House, Sydney, Australia.
2011	<i>Research Chronology Revisited</i> in "CADRE Show" @ Lake Tahoe Community College, California <i>BackTalk</i> in "Talk to Me" @ Museum of Modern Art, New York
2009	<i>LIVE Singapore!</i> @ The Singapore Art Museum
2008	<i>Author Wall</i> @ Guadalajara International Literary Festival <i>Power Structures</i> in "Exit Strategies" @ The New Wight Gallery at UCLA <i>IPicons</i> @ RE/ACT Festival, Heidelberg, Germany <i>IPicons</i> @ Festival404, Trieste, Italy
2007	<i>IPicons</i> in "Prints from our Process" @ The Bermont Gallery at UCLA <i>IPicons</i> @ The Bermont Gallery at UCLA <i>Wikipedia by the Minute</i> @ 1st Year MFA Exhibition @ The EDA at UCLA
2006	<i>On Translation: Social Networks</i> @ Feedback Exhibition: Laboral Centre de Arte, Gijon, Spain. <i>Palm</i> @ The New Wight Gallery at UCLA <i>On Translation: Social Networks</i> @ San Jose McCenry Convention Center
2005	<i>Body Daemon</i> @ The White Gallery at SJSU <i>Visual Rhizome</i> @ The Black Gallery at SJSU <i>Synaesthesia</i> @ The White Gallery at SJSU

## PUBLICATION OF WORK ON THE WEB:

2016	<i>Watson 2016</i> @ Newsweek <i>Watson 2016</i> @ Inverse <i>Watson 2016</i> @ Fox News <i>Watson 2016</i> @ Popular Science <i>Watson 2016</i> @ Quartz <i>Watson 2016</i> @ Serious Wonder
2013	<i>Playful Inter-Actions</i> @ Domusweb <i>Playful Inter-Actions</i> @ Wired.it <i>Sadly by your Side</i> @ Gizmodo <i>Sadly by your Side</i> @ Wired.com <i>Sadly by your Side</i> @ CreativeApplications <i>Colors News Machine</i> @ Dezeen <i>Colors News Machine</i> @ DesignBoom
2011	<i>LIVE Singapore!</i> @ Infosthetics
2008	<i>Power Structures</i> @ Rhizome
2007	<i>IPicons</i> @ Rhizome <i>Two-Dimensional Audio Mixer</i> @ Digg <i>Two-Dimensional Audio Mixer</i> @ Rhizome <i>Transvergent Project Relationship Model</i> @ Rhizome
2006	<i>Research Chronology Revisited</i> @ FXDS Blog <i>Research Chronology Revisited</i> @ Infosthetics <i>Research Chronology Revisited</i> @ VisualComplexity <i>Gravitons &amp; Graviolies</i> @ Infosthetics <i>Gravitons &amp; Graviolies</i> @ Turbulence <i>Visual Rhizome</i> @ Switch Online Journal of New Media <i>Visual Rhizome</i> @ Rhizome <i>Pacific Rim Visual Directory</i> @ New Media Fix
2005	<i>Pacific Rim Visual Directory</i> @ Switch Online Journal of New Media <i>Transvergent Project Relationship Model</i> @ VisualComplexity <i>Research Chronology</i> @ VisualComplexity <i>Research Chronology</i> @ Rhizome.org <i>Transvergent Project Relationship Model</i> @ Switch Online Journal of New Media <i>Latency Topography</i> @ Switch Online Journal of New Media

## PUBLICATION OF WORK IN PRINT:

- 2014 *Decoding the City: How Big Data Can Change Urbanism*, OFFENHUBER and RATTI.  
· Project: *Live Singapore!*
- 2013 *Corriere della Serra*, November 18th, 2013  
· Project: *Playful Inter-Actions*
- 2011 *Visual Complexity; Mapping Patterns of Information*. LIMA.  
· Project: *Research Chronology*
- 2010 *Left, Right, Up, Down; New Directions in Signage and Wayfinding*. FUGURO.  
· Projects: *Connection, Pulse, Los Angeles Author Wall*
- 2007 *Form + Code in Design, Art, and Architecture*. REAS, McWILLIAMS, and BARENDSE.  
· Project: *Power Structures*
- 2006 *Feedback Exhibition Catalog*. LABORAL CENTRE DE ARTE.  
· Project: *On Translation: Social Networks*  
*San Jose Mercury Newspaper*.  
· Project: *On Translation: Social Networks*

## AWARDS:

- 2015 Core77 2015 Design Awards: Speculative Category for *Museum of Future Government 2014*
- 2014 Core77 2014 Design Awards: Interaction Category for *Sadly by your Side*
- 2006 Magnum Quai Award from Cadre Laboratory for New Media  
Fang Quai Award from Cadre Laboratory for New Media
- 2005 Fang Quai Award from Cadre Laboratory for New Media
- 2004 Fang Quai Award from Cadre Laboratory for New Media

## PRESENTATIONS AND WORKSHOPS:

- 2015 *Interplanetary Information Exploration @ Design Skolen Kolding*, Kolding, Denmark.
- 2014 *Interacting with Data: Visualization for Exploration @ World Bank Group*, Washington DC.  
*Public Interface: Reimagining Urban Experience @ ZKM AppArtAwards 2014*, Karlsruhe, Germany.  
*datadreamer @ IUAV*, Venice, Italy.
- 2012 *Making Visible The Invisible: Data in Art and Design @ Fabbrica*, Treviso, Italy.

## JURYS:

- 2014 Core77 2014 Design Awards: Interaction Category, Jury Captain @ Los Angeles.
- 2013 IxDA Interaction Design Awards 2014: Expressing Category @ Fabbrica, Treviso, Italy.

## TECHNICAL SKILLS:

- Java, Processing, Photoshop, HTML5, CSS3, Javascript, PHP, SQL, Python, InDesign, Windows
- Eclipse, Arduino, Android, SublimeText, OpenGL, WebGL, Premiere, After Effects, Mac OS, Linux
- Illustrator, Actionscript, Unity 3D, SketchUp, TwinCAT, BASIC Stamp, Electrical Engineering
- Final Cut Pro, C++, C#, Perl, 3D Studio Max