

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

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

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, P5.js, 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