

Maksim Karalevich  
[maksim@karalevich.com](mailto:maksim@karalevich.com)

Digital Art Director  
Selected works (09)

## 1/9 Disrupt The(m)all

After the field trip to South Korea, Strelka Institute students developed six proposals that could change the mall as we know it.

Projects are presented as short videos on a sphere-like website with lots of shiny ads referring to shopping malls.

[Enter the mall →](#)

- ✓ identity
- ✓ web design
- ✓ motion design

Featured in:  
[Hover States](#), [Hallo Internet](#)

대한민국

**DISRUPT**

STRELKA INSTITUTE  
STUDENTS' PROJECT 15/16

SOUTH KOREA / RUSSIA

THE

**MALL**

Россия



**쇼핑몰을 파괴하다**

The digital culture is changing Russia. Online-magazine Digital Russia has started to show how these changes affect Russian society.

Despite its specific subject, the site has bright visual language which helps to distinguish magazine from others and attract a new audience.

[Read magazine →](#)

- ✓ identity
- ✓ web design

Featured in: [Readymag Explore](#)

## The Cost of Mobile Ads on 50 News Websites

Ad block  
iPhone in  
and make  
your mobi



Would You  
Pay Rs.  
22,000  
for a 'Dumb'  
Phone?

Design is important, and being distraction-free, even more so. There are so many different apps that are constantly competing for our attention that actually getting anything done at all can be a challenge, and the Punkt MP01 mobile phone purports itself to be the answer to this huge problem.

2 ISSUE

# What Lapka can offer Airbnb?



DIGITAL RUSSIA

3 ISSUE

**Paving the Way for Digital Banking in Russia →**

Recent articles

**Paving the Way for Digital Banking in Russia**  
Oleg Tinkov shares his experience of pioneering online financial services.  
Entrepreneurship  
Education and Human Capital

**E-ducation: Russian Online Learning Platforms**  
Anatoly Gonorov and Denis Konanchuk discuss the nature of Russian online education platforms to date.  
Society

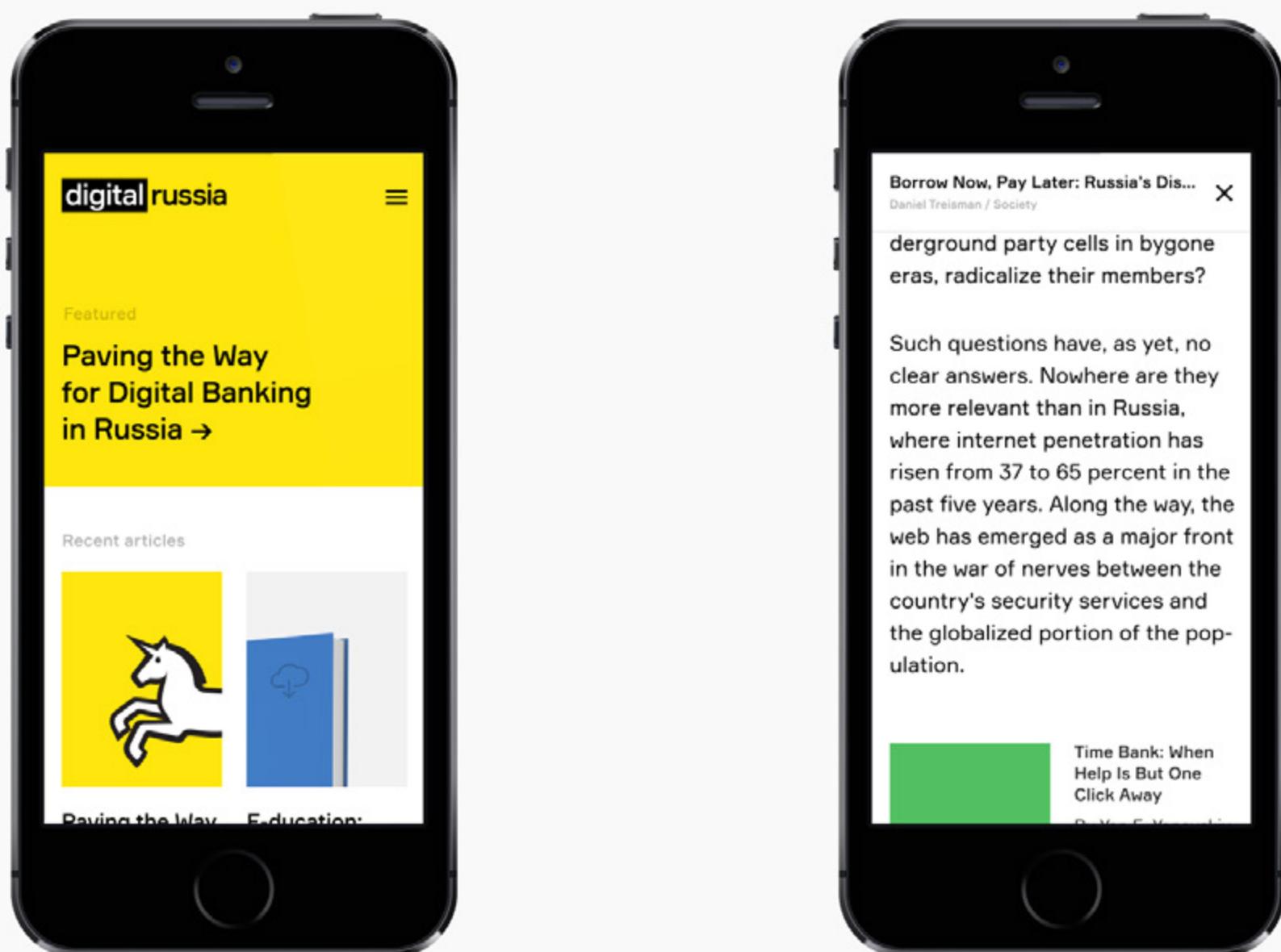
**Time Bank: When Help Is But One Click Away**  
Yan E. Yanovskiy explains how the organization will tackle the shortage of qualified charity professionals in Russia.

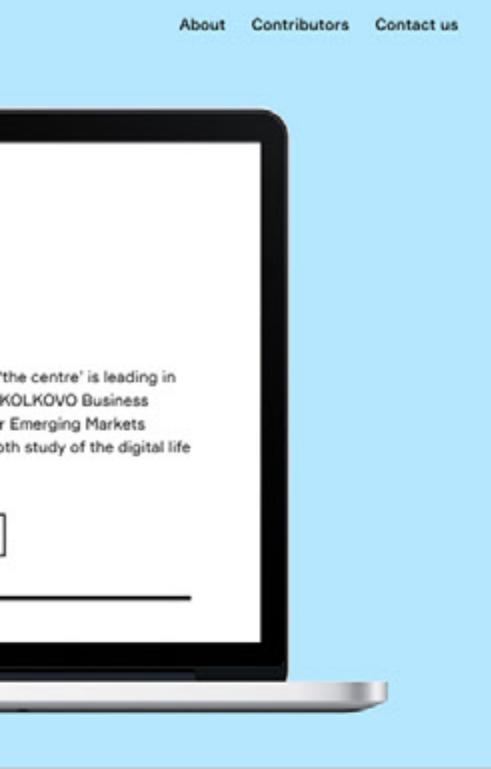
# Articles

All topics · Entrepreneurship · E-governance · Education and Human Capital · Cities and Urbanism · Media and Communication · Culture · Overview · Society

All authors ▾

	Andrei Zavadski		Ekaterina Lapina-Kratushuk		Denis Konanchuk
	Nikita Belykh		Vladimir Korovkin		Polina Kolozaridi
	Alexey Dolinskij		Oleg Tinkov		Daniel Treisman
	Ruben Enikolopov		Anatoly Gonorov		Nastya Chernikova





**E-governing Russia**

To find out whether 'the centre' is leading in the digital sphere, SKOLKOVO Business School's Institute for Emerging Markets conducted an in-depth study of the digital life of Russia's regions.

[Read more →](#)

**Digital Russia: It's the Taking Part That Counts**

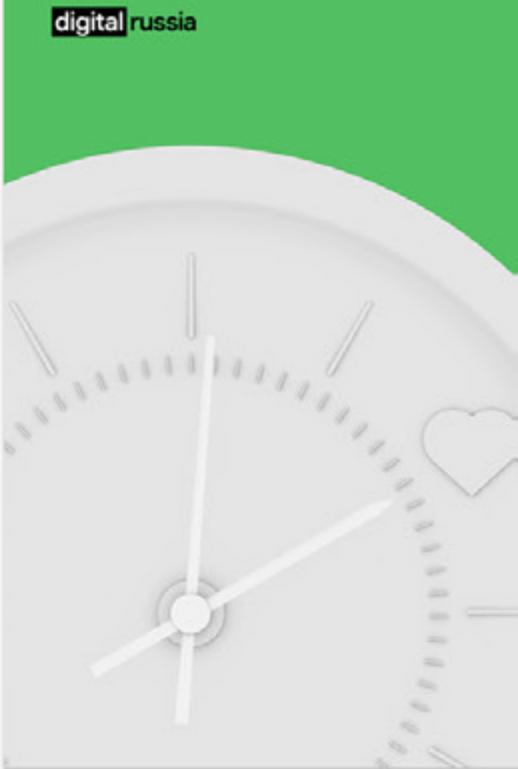
Sergey Belyakov, Russia's economic development deputy minister from 2012 to 2014, explains his cautious optimism about Russia's performance in the digital innovation race.

[Read more →](#)

**Introducing Digital Russia**

Co-curators Aleh Tayvinski, chair of the Council and Arthur M. Okun Professor of Economics at Yale, and Pavel Demidov, member of the Council and adviser to the chairman at the Kudrin Foundation, introduce the rationale and the concept of the project.

[Read more →](#)



**Hate Speech Hypocrisy**

Can legislation prevent online 'hate speech'? Oxana Moroz, associate professor at the Russian State University for the Humanities, looks at rudeness on the Runet and the widespread norms behind it.

[Read more →](#)

**Russian Online Education Platforms**

Online education is rapidly developing. Massive Open Online Courses (MOOCs) became so popular a few years ago that The New York Times named the year 2012 "The Year of MOOC".

[Read more →](#)

**Paving the Way for Digital Banking in Russia**

Oleg Tinkov, Founder and Chairman of the Board of Directors of Tinkoff Bank, shares his experience of pioneering online financial services.

[Read more →](#)



**Who Needs Digital Technologies in a Park?**

Daniel Treisman, Professor of Political Science at the University of California, Los Angeles, reviews a new book on the Russian internet by Andrei Soldatov and Irina Borogan.

[Read more →](#)

**How to Turn a Memorial Flat into a Haunted House**

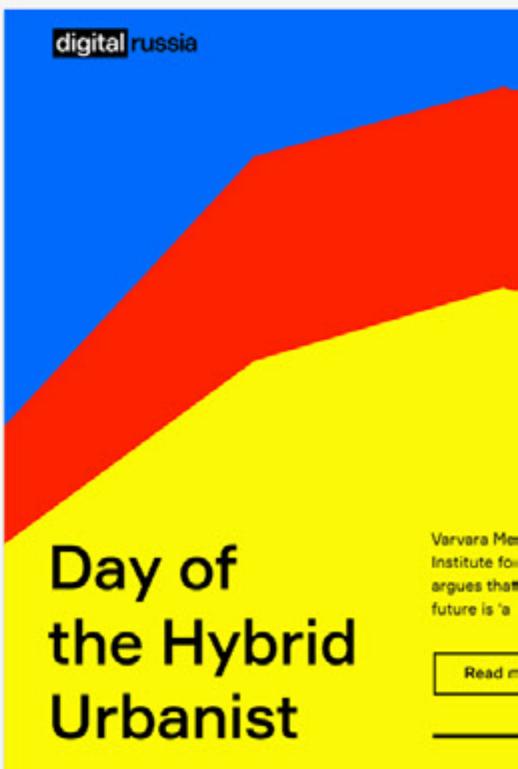
Olga Zakharkova, director of Moscow's wildly successful Gorky Park from 2011 until 2015, lays bare the digital strategies and technologies that have helped transform the space.

[Read more →](#)

**When the young teach the old**

Museums are facing an audience that wants to be engaged in new and creative ways. Yulia Shakhshevskaya introduces the Russian museum projects that are using the virtual space to do exactly that.

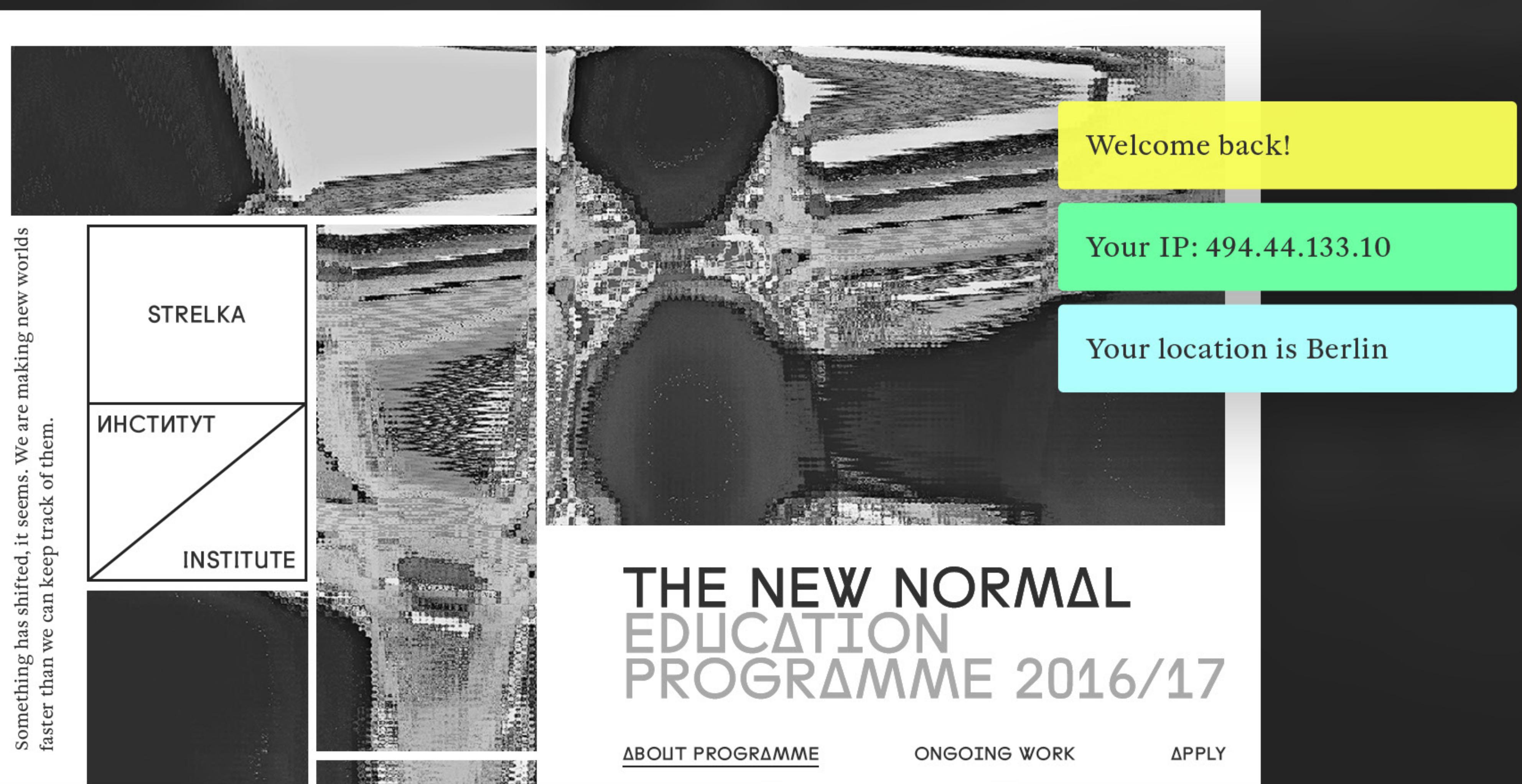
[Read more →](#)



### 3/9 The New Normal

The theme of the 7th academic year at Strelka is The New Normal and the research focuses on the new contemporary condition, which has emerged with the rapid development of technology, including machine intelligence, biotechnology, automation, and alternative spaces created in VR and AR.

[Apply for a programme →](#)



Something has shifted, it seems. We are making new worlds  
faster than we can keep track of them.



Welcome back!

Your IP: 494.44.133.10

Your location is Berlin

# THE NEW NORMAL EDUCATION PROGRAMME 2016/17

[ABOUT PROGRAMME](#)

[ONGOING WORK](#)

[APPLY](#)

## ONGOING WORK

The Programme employs tools and approaches from a wide variety of disciplines and is aimed at young international and Russian specialists from a variety of professional backgrounds with a strong interest in working on urban-related projects who would bring their own unique perspective, vision and expertise to the team.

6 PROJECTS



### THE NEW NORMAL

In the short term, “hybrids” may make sense by analogy and suggest continuity, but as the new evolves and resembles the familiar less and less, they create confusion, even fear. They delay recognition and defer understanding of what requires our most acute attention. So Strelka moves from Hybrid Urbanism to the articulation, design and redesign of The New Normal.

THE NEW NORMAL SHARE

THE NEW NORMAL SHARE

Speculative  
Megastuctures

Field trip: California

Platform Aesthetics

ABOUT PROGRAMME

ONGOING WORK

APPLY

ABOUT STRELKA  
THE NEW NORMAL  
• PROGRAMME DIRECTOR  
FACULTY  
CURRICULUM  
PROGRAMME OUTCOMES  
SCHOLARSHIP  
APPLY

THE NEW NORMAL SHARE

### CURRICULUM: MODULES

Pattern recognition	Synthetic Sensing
---------------------	-------------------

EVGENYA SEPLYARSKAYA  
Student Coordinator

THE NEW NORMAL SHARE

### PROGRAMME DIRECTOR

Benjamin H. Bratton is the new Programme Director of the Strelka Institute. As one of the most important global design theorists, he brings an extraordinarily interdisciplinary scope to our research.



The book plots an expansive interdisciplinary design brief for The Stack-to-Come. Dispute Plan to Prevent Future Luxury Constitution (e-flux/Sternberg Press, 2015) is a collection of short fictions on architecture, utopias and dystopias.

His current research

ABOUT PROGRAMME ONGOING WORK APPLY

### VISITING FACULTY AND INVITED EXPERTS ▾

#### EDUCATION TEAM ▾



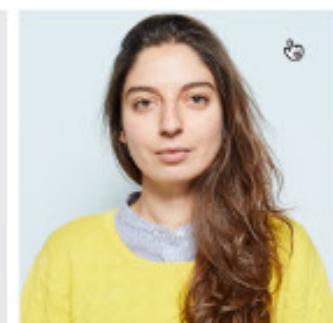
OLGA TENISHEVA  
Programme Manager



NIKOLAY BOYADJIEV  
Programme Tutor



MASHA SLAVNOVA  
Programme Tutor



POLINA SAVINOVA  
Programme Producer



EVGENYA SEPLYARSKAYA  
Student Coordinator



THE NEW NORMAL SHARE  
ABOUT PROGRAMME ONGOING WORK APPLY

Admissions site for applicants of a joint masters programme by Graduate School of Urbanism at HSE University and Strelka Institute.

The programme is aimed at the next generation of Urban Designers, combining the best of the Russian Academia and the cutting-edge experimental project-based education.

[Visit website →](#)

The image shows a tablet device centered against a solid orange background. The screen displays the website for the Advanced Urban Design programme. At the top left of the site, there is a link labeled "RUS VERSION". To the right of this, two columns of text provide information about the programme: "The two-year interdisciplinary programme is a joint project of the HSE Graduate School of Urbanism and the Strelka Institute for Media, Architecture and Design in Moscow." and "The programme is aimed at the next generation of Urban Designers, combining the best of the Russian Academia and of the cutting-edge experimental project-based education." Below this text, the main title "Advanced Urban Design" is prominently displayed in large, bold, black letters. To the left of the title, a vertical menu lists several links: "About", "Focus", "Applicants", "Where", "Tutors", "Structure", "Quick facts", "Admissions", "Documents", and "Apply". At the bottom of the screen, there are logos for the "Graduate School of Urbanism" and the "Strelka INSTITUTE".

RUS VERSION

The two-year interdisciplinary programme is a joint project of the HSE Graduate School of Urbanism and the Strelka Institute for Media, Architecture and Design in Moscow.

The programme is aimed at the next generation of Urban Designers, combining the best of the Russian Academia and of the cutting-edge experimental project-based education.

# Advanced Urban Design

About  
Focus  
Applicants  
Where  
Tutors  
Structure  
Quick facts  
Admissions  
Documents  
Apply

 Graduate School  
of Urbanism

 STRELKA | ИНСТИТУТ  
INSTITUTE

**Advanced  
Urban  
Design**

---

[About](#)

---

[About](#)

---

[Download schedule](#)

---

[About](#)

---

[Focus](#)

[Applicants](#)

[Where](#)

[Tutors](#)

[Structure](#)

[Quick facts](#)

[Admissions](#)

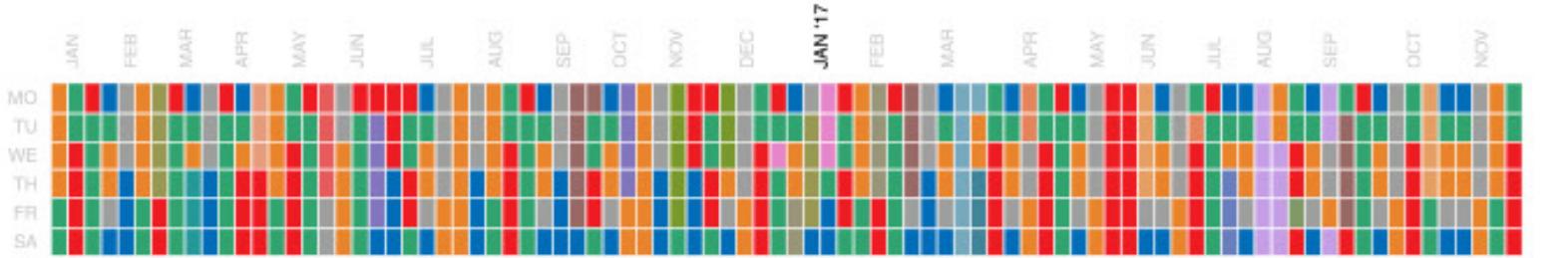
[Documents](#)

[Apply](#)

List of modules and courses

---

<ul style="list-style-type: none"> <li>- Spatial Planning, Analysis and Urban Design</li> <li>- Legal Regulations of Urban Development</li> <li>- From Storymaking to Strategic Communication</li> <li>- The City: Economics, Sociology, Politics</li> <li>- Future Urbanism</li> <li>- Access to Information and Data</li> <li>- Urban Histories</li> <li>- The Next Agenda for Contemporary Architecture</li> <li>- Urbanization in Developing Countries</li> <li>- Cityscapes Through the Prism of Culture Studies</li> <li>- Metropolitan Data</li> </ul>	<ul style="list-style-type: none"> <li>- Curatorial Practices in Urban Projects</li> <li>- Critical Thinking</li> <li>- Mapping HSE + Strelka</li> <li>- Research Simulator</li> <li>- Project Simulator</li> <li>- Game Changers 1</li> <li>- Game Changers 2</li> <li>- Urban Race</li> <li>- Game Changers 3</li> <li>- Research Based Design</li> <li>- Exhibition</li> </ul>	<p><a href="#">See schedule</a></p> <p>Skype interviews.</p>
---	---	--



**Advanced  
Urban  
Design**

---

[About](#)

---

[About](#)

---

[Download schedule](#)

---

[About](#)

---

[Focus](#)

[Applicants](#)

[Where](#)

[Tutors](#)

[Structure](#)

[Quick facts](#)

[Admissions](#)

[Documents](#)

[Apply](#)

Main tutors:





---

Application deadlines:

Early admissions	Middle admission	Final deadline
<b>31</b>	<b>31</b>	<b>12</b>
March, 2016	May, 2016	August, 2016

— Documents

Required documents

01. Motivation letter

02. Copy of your university diploma  
in English (degree certificate)

03. Two letters of recommendation  
from former tutors or  
employers/internship  
coordinators

04. Summary of dissertation, or  
university/graduation project  
reviewed by a study supervisor,  
or an essay on urban topic

RUS VERSION

The two-year interdisciplinary programme is  
a joint project of the HSE Graduate School of  
Urbanism and the Strelka Institute for Media,  
Architecture and Design in Moscow.

# Advanced Urban Design

Apply to the programme

— About

- Focus on unstable socio-economic contexts in developing countries
- Strong emphasis on critical, conceptual, and design thinking
- An interdisciplinary 'lab' bringing together designers and analytics with diverse backgrounds
- Pioneering "Research-based Design" methodology created and tested at the Strelka Institute



— Admissions

The Admissions Committee reviews the applications and sends out invitations for Skype interviews.

Early admissions

**31**

March, 2016

Middle admission

**31**

May, 2016

— Tutors



Anastassia Smirnova

Russia / The Netherlands

Co-Founder — SVESMI

The Polytechnic Museum is one of the oldest science museums in the world. Located in Moscow it emphasises the progress of Russian and Soviet technology and science, as well as modern inventions and developments.

Visual identity for an interdisciplinary programme with a series of workshops, lectures and performances taking place during the Summer Programme at Strelka Institute.

[Read about festival →](#)

- ✓ identity
- ✓ 3D
- ✓ motion design





POLYTECH.SCIENCE.ART  
НА «СТРЕЛКЕ» 2015

POLYTECH.SCIENCE.ART  
AT STRELKA 2015

STRELKA

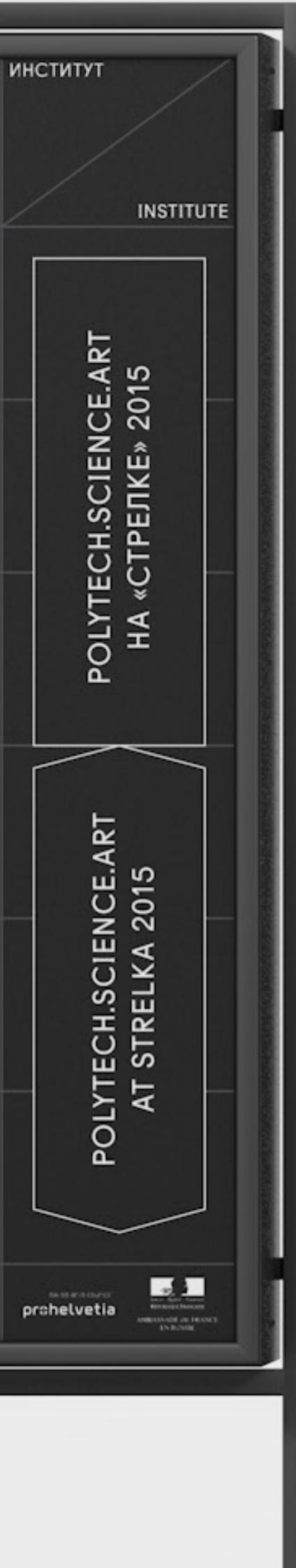
ИНСТИТУТ

INSTITUTE

Институт  
STRELKA  
INSTITUTE

POLYTECH.SCIENCE.ART  
НА «СТРЕЛКЕ» 2015

SCIENCE.ART



## 6/9 Strelka Institute

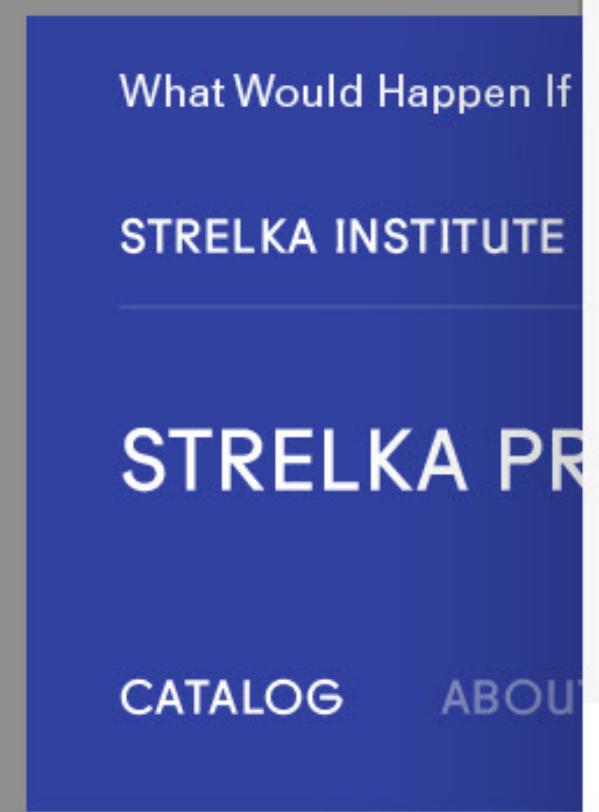
Strelka was founded in 2009 to change the cultural and physical landscapes of Russian cities. The Institute promotes positive changes and creates new ideas and values through its educational activities.

As Strelka is constantly changing and the scope of the programmes is expanding, the Institute's main website should follow its growth.

[Visit current site →](#)

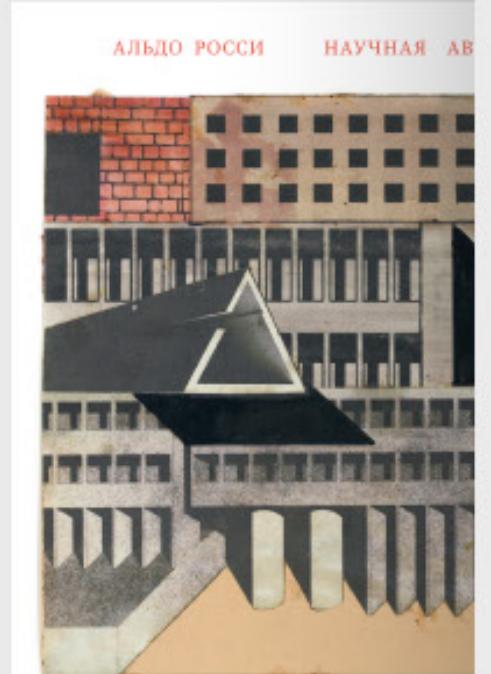
- ✓ UI/UX
- ✓ web design

This is an ongoing project, please share carefully. Thank you!



Languages: Russian

Ebook and  
from €2.99



STRELKA PRESS

# STRELKA

ИНСТИТУТ

INSTITUTE

- What Would Happen If Google Urbanism Was Implemented? Live

Search Русский

STRELKA INSTITUTE

ABOUT

EDUCAT

What Would Happen If Google Urbanism Was Implemented? 25.05, Magazine / Education

Search Русский

STRELKA INSTITUTE

ABOUT

EDUCATION

BOOKS

MAGAZINE

EVENTS

SPECIALES

...

## PUBLIC PROGRAMME

EVENTS RECORDED EVENTS ABOUT PROGRAMME

All topics ▾ Technologies Education Design Milieu Regional events week Education roadshow All types ▾

UPCOMING EVENTS Jump to date

28

Monday

18:00, Lecture

After Belonging:

29

Tuesday

18:00, Workshop

The case study

30

Wednesday

18:00, Lecture

After Belonging:

31

Today

20:00, Workshop

After Belonging:

01

Friday

18:00, Lecture

After Belonging:

02

Friday

20:00, Workshop

After Belonging:

03

Sunday

20:00, Workshop

After Belonging:

Nick Axel  
Architectural editor, theorist,  
critic, researcher

2013/14

About •  
Research •  
Alumni •  
Curators •  
Specials •

2012/13

About •  
Research •  
Alumni •  
Curators •  
Specials •

2011/12

About •  
Research •  
Alumni •  
Curators •  
Specials •



These are serious times, or so our governments keep telling us. Strangling economies with their austerity policies, they assure us that they have no choice.

[Read sample](#)

[Buy book](#)

## STRELKA WEEKLY DIGEST

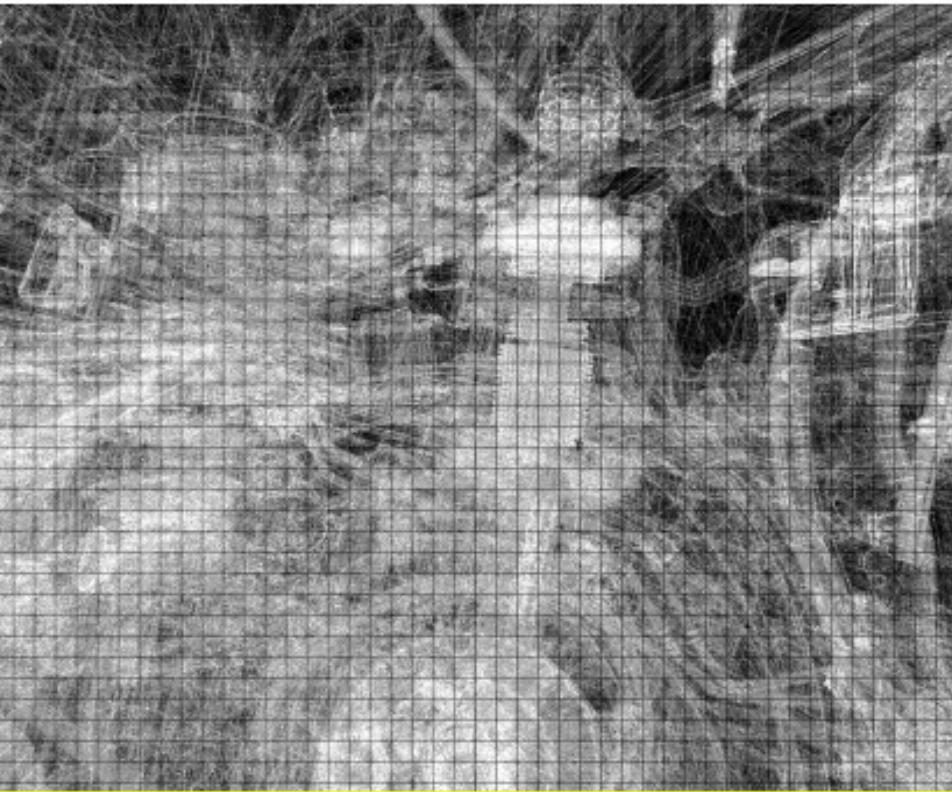
Enter an email to subscribe ↗

[Facebook](#) [Vkontakte](#) [Instagram](#) [Twitter](#)

Events / Lecture [Education roadshow](#)

# AFTER BELONGING: WHERE WE ARE AND HOW DID WE END UP THERE

Alexey Ginzburg and Rights League director Garegin Barsumyan discuss examining the Narkomfin Building and working on its restoration project.



Tuesday, 18:00

01.07

25.05, Magazine / Must-read on 26–27

### READ OUR CURATED WEEKEND COLLECTION OF LINKS:

1. After Belonging: Where We Are And How Did We End Up There
2. Narkomfin Building Restoration Project
3. What Would Happen If Google Urbanism Was Implemented?
4. Marina Khrustaleva: "Each of us

25.05, Magazine / Guide

### CULTURAL INSTITUTIONS IN CITIES OF THE FUTURE

25.05, Magazine / Interview

### THE URBAN AND ADVANCED: 12 FACES OF THE MASTER'S PROGRAMME

### CAN JOKES BRING DOWN GOVERNMENTS? MEMES, DESIGN AND POLITICS

Metahaven



### WHAT DO THEY TEACH AT CHIEF ARCHITECT SCHOOL?

Strelka Magazine spoke with the participants of the Chief Architect School workshop in Yekaterinburg.

25.05, Magazine / Interview

“Researchers talk about Saint-Petersburg’s signature avant-garde buildings and what to look out for to grasp the particular meaning of the Leningrad style”



Constantin Gurdgiev  
Russian economist; former Editor of Business & Finance Magazine

25.05, Magazine / Word of the week

## GENTRIFICATION

|dʒentrifi'keɪʃ(ə)n|

A process of renovation and revival of deteriorated urban neighborhoods

[Read full description](#)

25.05, Technolo

## EXPL IN TH

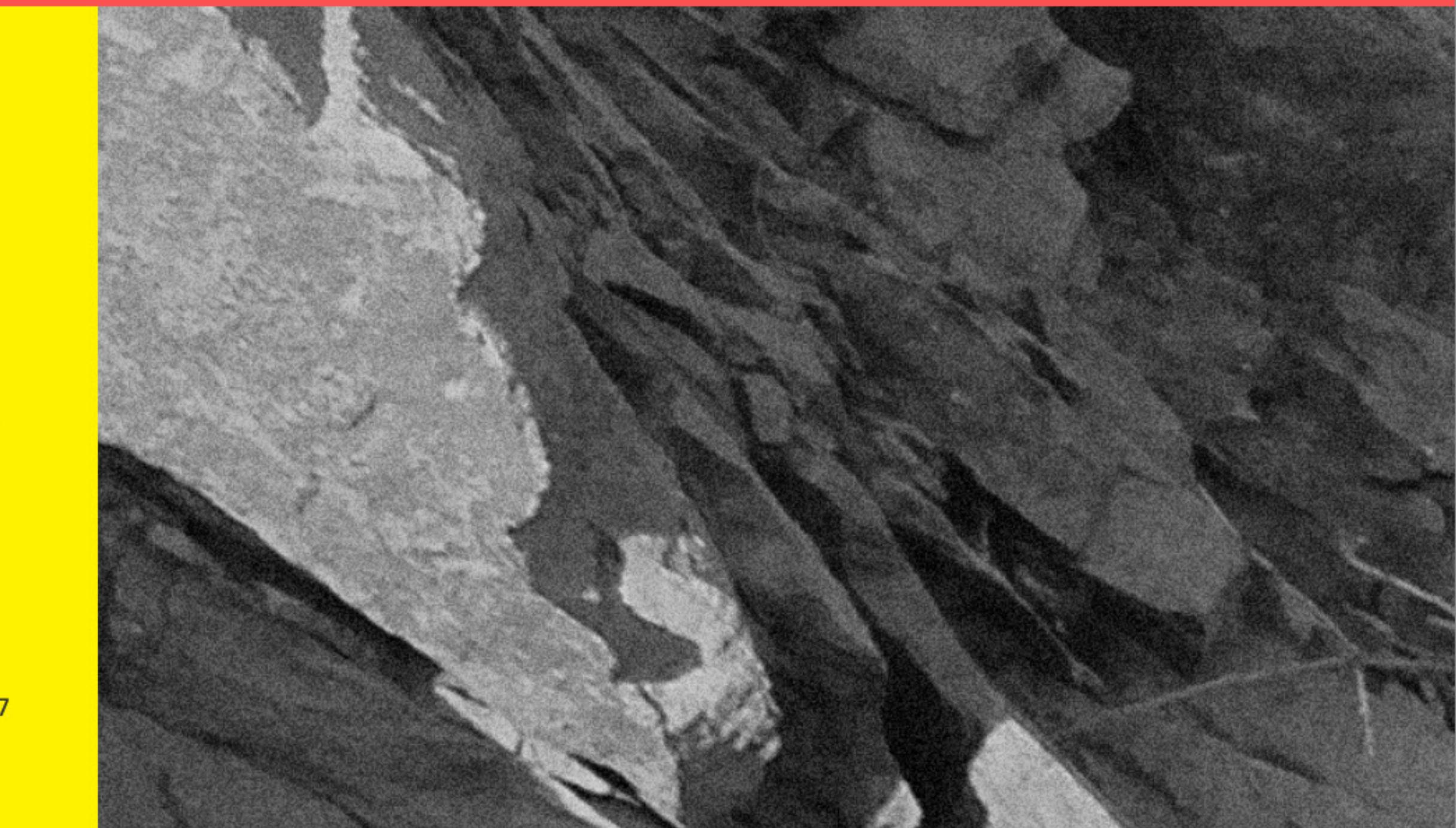


These are se  
economies

# THE NEW NORMAL 2016/17

[Apply](#)

Application deadline — November 6, 2017



Something has shifted, it seems. We are making new worlds faster than we can keep track of them, and the pace is unlikely to slow. Have our technologies advanced beyond our ability to conceptualize their implications? If so, such gaps can be perilous. [Scroll to description](#)

#### CORE FACULTY

[Read sample](#)[The New Normal](#)[Core Faculty](#)[Synopsis](#)[Students](#)[Curators](#)[Sepsials](#)

25.05, Technologies / Experim

Share: [Facebook](#) [Twitter](#) [Vk](#)

## 7/9 On and On

“The 3D-animated journey through mesmerising graphite landscapes [...]. Labyrinths and pulsing geometric shapes represent the eternal cycle of the universe as we follow the shining light into rebirth”

— The Calvert Journal

Music video for Moscow based musician and singer Jekka.

[Take the journey →](#)

- ✓ directing
- ✓ 3D
- ✓ motion design

Featured in: [The Calvert Journal](#)

ON AND ON  
AND ON

AND  
ON  
AND  
ON



## 8/9 Apply to Strelka

Strelka Institute for Media, Architecture and Design consistently rates as one of the top 100 architecture schools in the world by Domus magazine since its founding in 2011.

Identity, admissions and final project websites for the Strelka Institute education programme 15/16 titled “Hybrid Urbanism”.

[Apply for a programme →](#)

[See final projects →](#)

- ✓ identity
- ✓ web design
- ✓ motion design

Featured in:

Site Inspire ([01](#), [02](#)), [Hover States](#)





Strelka Institute for Media, Architecture and Design is an educational institution based in Moscow, Russia. Strelka's post-graduate programme focuses on research and design for the city and employs tools and approaches from a wide variety of disciplines.

The programme in 2015/16 is project-based and combines intensive on-campus training with field trips, a collaboration project with the Harvard Graduate School of Design, internships, and prototype work.

Strelka has been ranked among the top 100 European schools of design and architecture by Domus Magazine.

Application deadline September 5.

[applystrelka.com](http://applystrelka.com)  
[apply@strelka.com](mailto:apply@strelka.com)

APPLICATION REQUIREMENTS

- Undergraduate degree
- Fluent English
- Age 25 to 35 y/o
- Good self-organization and self-motivation

ИНСТИТУТ  
STRELKA  
INSTITUTE



# APPLY TO STRELKA

HYBRID URBANISM  
NEW EDUCATION PROGRAMME 2015/16

Strelka is now accepting applications for education year 2015/16. This year the programme brings together urbanism, digital thinking and personal development and includes a joint research module with Harvard GSD.

Strelka Institute for Media, Architecture and Design is based in Moscow, Russia, and is ranked among the top 100 European schools of design and architecture by Domus Magazine.

- Five-month post-graduate programme
- A truly international faculty
- Students from all around the world
- Language of instruction — English
- Scholarships and internships
- Collaboration project with Harvard Graduate School of Design

[applystrelka.com](http://applystrelka.com)  
[apply@strelka.com](mailto:apply@strelka.com)

Application deadline September 5

ИНСТИТУТ

Ru Strelka Institute final student projects 2015/16

Fold

# HYBRID URBANISM

Education Year 2015/16

• ABOUT THE THEME  
• ABOUT PROJECTS

WATCH STUDENT PRESENTATIONS ↗  
VIEW PREVIOUS YEARS' PROJECTS ↗

ABOUT

We believe that information using digital products should be free, money, and be available for everyone.

OK, but why?

The website has a dark header with white text. The main title 'HYBRID URBANISM' is in large white letters on a blue background. Below it is a yellow section with text and links. A green footer section contains a quote and a question. The left sidebar has three sections: 'Fold', 'Intro', and 'Projects'.

# HYBRID URBANISM

STRELKA EDUCATION PROGRAMME 2015/16

APPLY

РУССКАЯ ВЕРСИЯ

OR LEARN MORE

The page features a large graphic with blue, yellow, and red triangles. The title 'HYBRID URBANISM' and subtitle 'STRELKA EDUCATION PROGRAMME 2015/16' are at the top. There's a 'APPLY' button and links for 'РУССКАЯ ВЕРСИЯ' and 'OR LEARN MORE'.

PROGRAMME   TIMELINE   GRADUATES   SCHOLARSHIP   ADMISSIONS   APPLY

THE PROGRAMME IS FOCUSED ON:

HYBRID URBANISM  
URBAN + DIGITAL

+

YOU ARE  
YOUR OWN  
PROJECT

The programme is centered on challenging you to grow personally and professionally by learning and practicing selfawareness and selfleadership, acquiring tools and techniques to develop their abilities and promote their career.

Immersed in collaborative and highenergy learning environment, you will be exposed to newest leadership and project management methods and, guided by the professional career coaches, will form their own leadership styles and toolbox.

The page has a black header with navigation links. Below is a section titled 'THE PROGRAMME IS FOCUSED ON:' with two boxes: one for 'HYBRID URBANISM' and one for 'YOU ARE YOUR OWN PROJECT'. At the bottom, there are two columns of text describing the programme's focus.

Norisk project is an interactive web-documentary film about Norilsk, the Northern city of Russia.

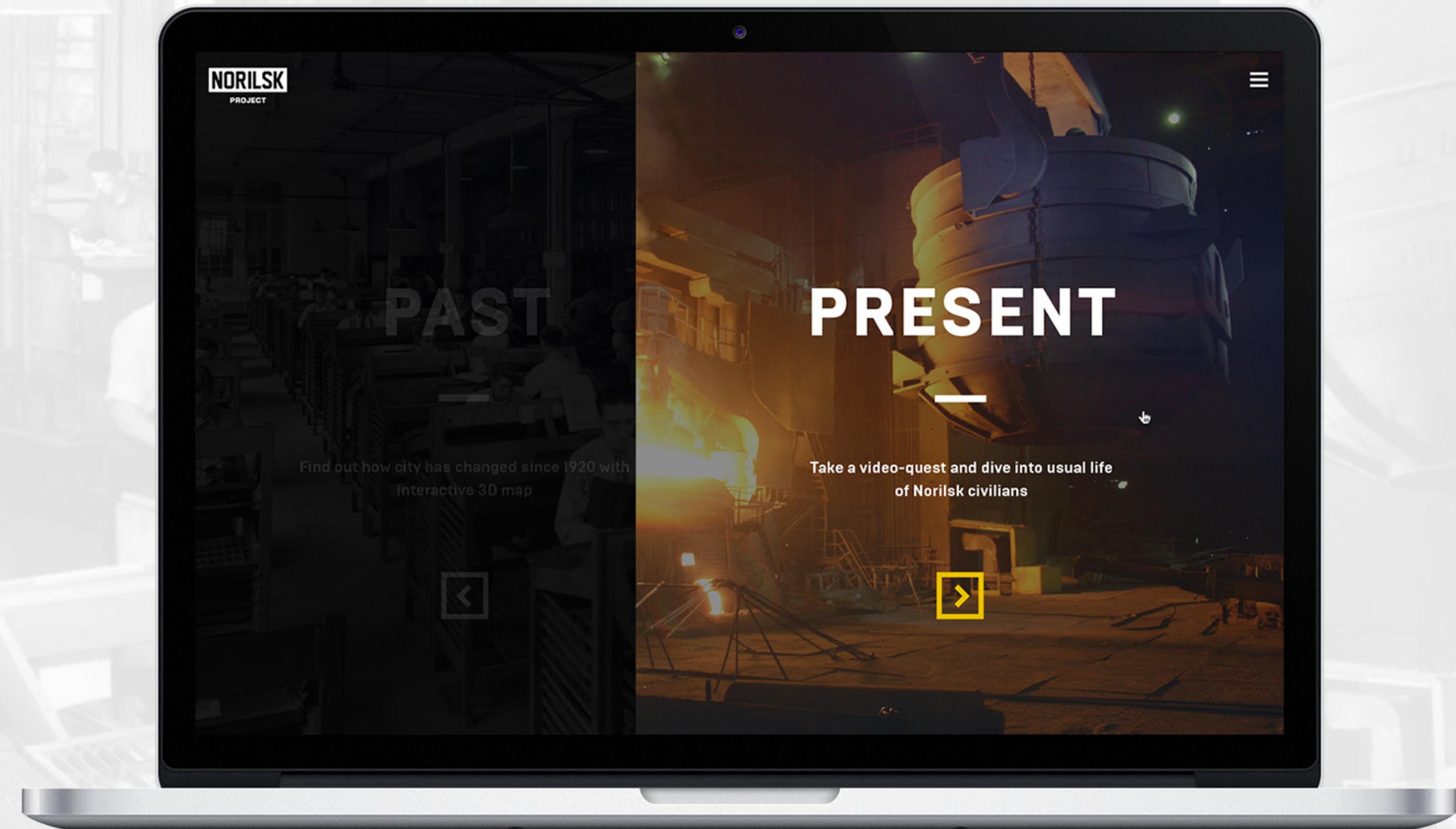
3D video-panoramas and a historical timeline will guide you through the stories of people who used to live in the city with temperature below -50°C.

[Discover experience →](#)

- ✓ UI/UX
- ✓ web design

Awards:

[Awwwards Site Of The Day](#), [Red Dot Award](#), [Kyiv International Advertising Festival \(Gold\)](#), Art Directors Club Russia (Gold),  
[White Square \(Silver\)](#)



# TIMELINE

NORILSK PROJECT

CART ROAD IN NORILSK

HERO PETR GRISHKO

FIRST BAKERY IN DUDINKA

SETTING THE FIRST POWER PLANT

BEGINNING OF BUILDING THE FIRST FACTORY

1866–1935    1935–1938    1938–1941    1941–1945    1947–1953    1953–1950    1959–1980    1980–1993    2000–2015

INFO

15 OF 46 MARKS OPENED

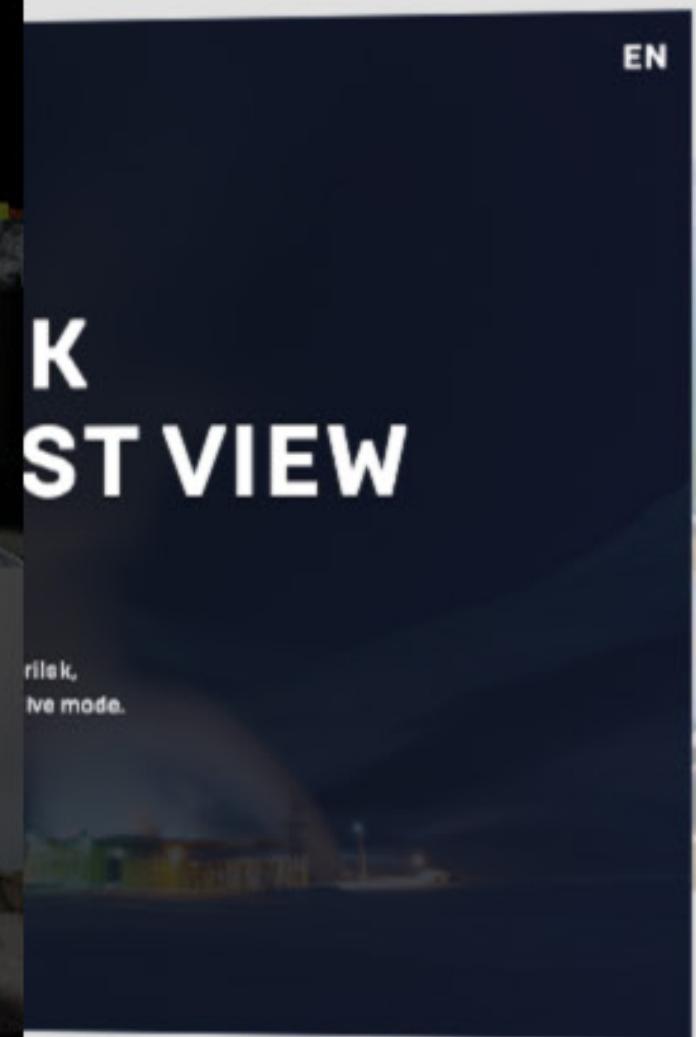
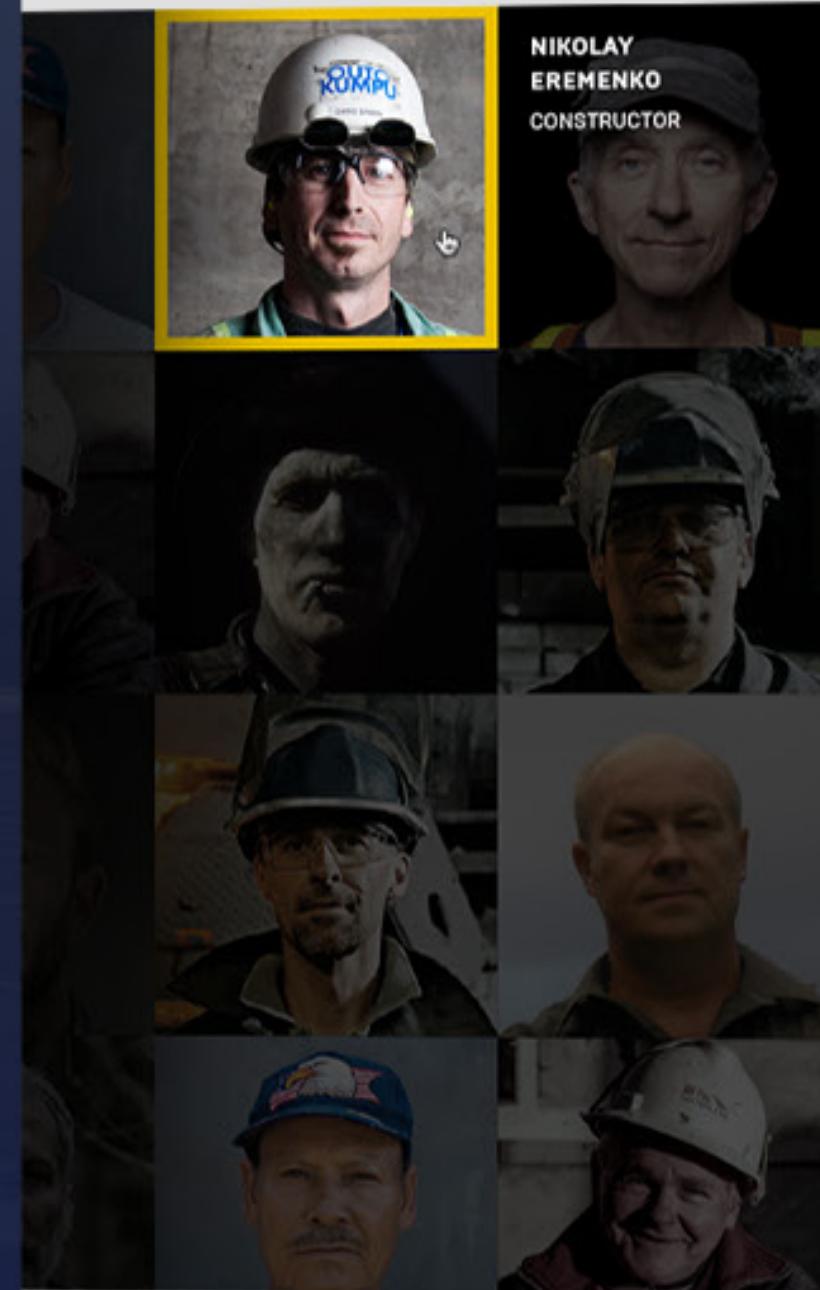
This screenshot from a digital timeline project shows a grayscale aerial photograph of Norilsk. Overlaid on the image are several yellow callout boxes with white icons and text. One box on the left points to a cluster of buildings with the text 'FIRST BAKERY IN DUDINKA'. Another box on the right points to a power plant with the text 'SETTING THE FIRST POWER PLANT'. A third box at the top right points to a road with the text 'CART ROAD IN NORILSK'. A portrait of a man is shown in the top right corner with the text 'HERO PETR GRISHKO'. At the bottom, a horizontal timeline bar shows years from 1866 to 2015, with a yellow marker pointing to the year 1953. A large text overlay at the bottom left reads 'BEGINNING OF BUILDING THE FIRST FACTORY'. In the bottom right corner, there is a small text '15 OF 46 MARKS OPENED'.

# ROUTE MAP



PAST  
PRESENT  
HEROES  
ACHIEVE  
LOCATIONS  
INSTAGRAM  
WATCH MOVIE  
ABOUT PROJECT

All materials of the site  
from articles to documents,  
in one place



Maksim Karalevich

If you have any questions  
please feel free to contact:

[maksim@karalevich.com](mailto:maksim@karalevich.com)

[karalevich.com](http://karalevich.com)

Networks:

[Vimeo](#), [Twitter](#),

[Facebook](#), [Instagram](#)



I began my professional career  
in 2010. After starting off in print,  
soon moved to the digital space.

In 2013, joined ONY agency,  
where I developed Norilsk Film,  
an interactive web-documentary.  
The project won several  
awards such as Red Dot Award  
International Design Competition,  
Art Directors Club Russia (Gold),  
Awwwards Site of the Day.

At that time I started experimenting  
with 3D and FX. An animated  
music video “On and On” created  
for a musician Jekka was first  
premiered on the Calvert Journal.

Starting 2015 I've been working  
at Strelka Institute for Media,  
Architecture and Design. As  
a Digital Art Director, I lead the  
development of all the digital  
products, from initial concepts  
to design implementation. Most  
of these projects have been  
recognised by leading showcase  
platforms.

Occasionally give lectures and  
workshops.