

I am an information designer and a data scientist.

BORN ON APRIL 13, 1990  
BASED IN BROOKLYN, NY

FRENCH NATIONAL  
EXCEPTIONAL ABILITY GREEN CARD

IAN.ARDOUIN@GMAIL.COM  
WWW.IANARDOUINFUMAT.COM

## Professional Experience

### 2020 - 2025 **Senior Data Scientist at X / Twitter, Brand Strategy**

- **Audience Research for Brand Marketing Campaigns:** I produce data-driven research for global brands on X. Past customers include Louis Vuitton, Starbucks, Activision-Blizzard, Pepsi, Google, Disney, Apple, MTV, Samsung, Mondelez, and many others.
- **Trend Genius:** I lead and maintain an ad product that enables global brands to capitalize on organic conversations generated by brand ambassadors on X.
- **X API Research:** I provide data and exploratory tools that enable the X API team to update its offering for millions of customers.

### 2018 - 2020 **Information Designer & Data Scientist at Twitter #Studio**

- **Twitter Aurora:** I expanded the data science processes behind an interactive installation that visualized Twitter's top communities, and was displayed at Twitter's headquarters.
- **Twitter Helios:** I designed and developed an interactive installation that visualized the spread of viral conversations on the Twitter platform.

### 2017 - 2020 **Freelance Information Designer & Data Scientist**

- **Citizen Browser:** I developed an app that enabled journalists at The Markup to collect crowdsourced user data from Facebook. The app was used as source material in a dozen investigations.  
Press: The Markup
- **C2 Brain:** I designed and developed a 4,000 square foot data art installation for an international creativity festival produced by the Cirque du Soleil.

### 2013 - 2017 **Lead Designer & Senior Creative Researcher at The Office for Creative Research**, a hybrid research group working at the intersection of technology, culture and education.

- **Great Elephant Atlas:** I supervised a data visualization project that conveyed findings from the world's first Pan-African elephant census.  
Press: CNN, National Geographic, The Guardian, and the BBC
- **Into the Okavango:** I designed and developed a data-driven website that shared real-time updates from a National Geographic 100-day expedition that took place in Angola and Botswana.  
Press: National Geographic and the Guardian

- **Floodwatch:** I designed and developed a privacy browser extension that helped people understand how advertisers target them online.  
Press: Washington Post, Gizmodo, Business Insider, and Fast Company
- **Cloudy With a Chance of Pain:** I designed and developed a crowdsourcing application for a citizen science study commissioned by the University of Manchester in the UK.  
Press: CNN, the BBC, and the Guardian
- **Specimen Box:** I designed and developed an interactive installation that visualized real-time criminal botnet activity across the world. The installation was displayed at the headquarters of the Microsoft Cybercrime Unit.  
Press: Wired
- **Arguendo:** I designed and prototyped data-driven visuals for the backdrop projections used in a theater play by company Elevator Repair Service.  
Press: the New York Times, the Washington Post, Village Voice, and Slate
- **Shakespeare Machine:** I designed and developed a text-based visualization of Shakespeare's body of work, for a permanent art installation displayed in the lobby of the NYC Public Theater.  
Press: ArtNews, and the New York Times

## Academic Experience

- 2012 **Visiting Research Assistant** at the **MIT Senseable City Lab**, a data science and urban planning lab within MIT's City Design and Development group.
- 2007 - 2012 **Master's Degree in Interaction Design** with high honors at **l'École de Design Nantes Atlantique**, in France.

## Awards

- 2022 **Edward R. Murrow Award** for excellence in innovation, for **Citizen Browser**  
 2014 **Obie Award** for projection design and a **Drama Desk nomination**, for **Arguendo**  
 2013 **NYC Excellence in Design Award**, for **Shakespeare Machine**  
 2013 **Information is Beautiful Awards** finalist nomination, for **Behind the Banner**

## References

- Surya Mattu**, Senior Engineer Data Journalism and Investigations at **Bloomberg**  
 Contact information on request
- Jer Thorp**, Data Artist, Author, Speaker & Educator  
 Contact information on request
- Alex Josephson**, VP, Brand & Content Strategy for Advertisers at **LinkedIn**  
 Contact information on request