# **Jeff Goldenson**

www.buildingways.co/hello

# **Current**

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## Buildingways/Citizens of the World, Cambridge, MA | 9/20 - Present

- Principal, production company creating equity-centered, community, college & career programming
- Creator & Co-Producer, RECESS!, a free, month long middle school summer festival to combat isolation
- Co-Producer, HBCU Tour & Expo, introducing area teens to Historically Black Colleges and Universities
- Clients: Brooklyn Public Library, President and Provost of Olin College, Office of Mayor Sumbul Siddiqui

# **Prior Experience**

## Senior Lecturer, Special Advisor for Strategic Initiatives, Olin College, Needham, MA | 08/18 - 7/20

- Founder, The Greenhouse, Olin's R & D studio prototyping institution-scale initiatives
- Created and led work college experiments, developed new institution-wide intercession program
- Produced and facilitated an advanced "do-learn" seminar on creative strategy & organizational growth
- This was a soft-funded bridge position leading to a faculty appointment and a casualty of Covid-19

## Library Director, Olin College of Engineering, Needham, MA | 08/14 - 7/18

- Cultivated a vibrant student-led library culture to elevate research and amplify campus creativity
- Rejuvenated digital, architectural and programmatic dimensions, tripling library gate count
- Led two, transformative 7-student summer design/build programs (video)
- Asked to catalyze two institution-wide, strategic planning initiatives based on the success of the library

## Designer, Founding Member of the Harvard Library Innovation Lab, Cambridge, MA | 12/09 - 06/14

- Designed and co-created a new lab from the ground up in the Harvard Law School Libary
- Designed and co-built ShelfLife, the Digital Public Library of America's award-winning interface
- Awarded \$50k grant to develop Library License, a "smart," sales-triggered content licensing instrument
- Produced LABRARY (video), a public, 37-day Pop-Up Library Experiment, see <u>Library Journal</u>

#### Co-Founder, vSpace, Arlington, MA | 11/07 - 4/09

- Co-built this audio design and telephony startup with former Masters' thesis advisor
- Developed the business model, performed market analysis and established product/market fit
- Produced marketing materials, graphic identity, and product user experience

#### Artist-in-Residence, EdLab, Teachers College, Columbia University, New York, NY | 6/09 - 10/09

- Conducted creative research & taught in this laboratory exploring the future of libraries and education
- Designed and prototyped StackView a Google Street View-like interface for browsing library stacks

# **Education**

#### MIT Media Laboratory, MA in Media Arts and Sciences | 09/05 - 10/07

Research Assistant, Speech + Mobility Group, Chris Schmandt, Principal Investigator

Princeton University, Bachelor of Arts, School of Architecture and Urban Planning | 09/95 - 09/99 Thesis: "R. Buckminster Fuller: Thinking in Systems"

# **Produced & Hosted Events**

#### Faux-mencement | March 2020

Led production of Covid-19-instigated "Fauxmencement," learn more at CNN & Boston Globe front page

## Remaking Education| November 2018

Created and led the "Design Stream" of this 300+ attendee event produced by Olin College, Emerson College & WBUR at the Paramount Theater in Boston.

## **Envisioning our Information Future | January 2016**

Co-organized and led an Institute of Museum and Library Services workshop with School of Library and Information Science, Simmons College. Attendees included National Archivist David Ferriero

#### Metropolitan New York Library Council METRO| November 2016

Led workshop with METRO leadership to identify programming opportunities and placemaking strategies for 150+ member libraries.

### **Innovation in Library Teaching! November 2016**

Led workshop with Eileen Abels, Dean, School of Library and Information Science, Simmons College, Amy Ryan, previous President, Boston Public Library, and others

# **Teaching Experience**

## Olin College of Engineering, The Greenhouse | Fall 2018 – Spring 2019

Research & Development studio prototyping events, products and services with students for external institutions including MIT and WGBH

## Olin College of Engineering, ENG 2599: Hacking the Library | Spring 2017, Fall 2018

Co-Instructor for this Design & Engineering seminar on the development of Library hardware + software

#### Library Test Kitchen @ Simmons College | Spring 2016

Co-Instructor for the reprise of our research, design and prototyping

#### Harvard Graduate School of Design Seminar: Library Test Kitchen | Fall & Spring 2012, Fall 2013

Fall 2013: Lead Instructor for this library research, design and build graduate seminar, <u>Boston Globe</u> Fall 2012: co-created LABRARY, Pop-Up Library Experiment, 92 Mt. Auburn St. Harvard Square Spring 2012: Instructor creating first Library Test Kitchen seminar with Prof. Jeffrey Schnapp

## **Talks**

# **Keynote, The Metropolitan New York Library Council (METRO) Annual Conference | January 2017** "The Lab @ the Heart of the Library"

#### Television Interview, The Chronicle, WCVB TV| February 2016

"New Life For Libraries," by Ted Reinstein, minutes 4:32 - 6:21

#### South by Southwest Interactive (SXSWi) | March 2014

"Library Machines, Collaboratively Prototyping the Future of the Library"

# Opening Keynote, Library Seminar Series, Teachers College Columbia University | September 2013 Morning Seminar with College Dean, & Library Board; Afternoon Public Lecture, "Library Machines"

# Massachusetts Library System: Making Change | June 2013

"LABRARY Road Show"

# **Skills**

Community Engagement | Workshop Design & Facilitation | Event Design & Production | Filmmaking | Graphic Design | Web Design & Development | Storytelling | Pitch Decks