TONY LIM

CREATIVE TECHNOLOGIST

+1 (718) 419 2377 | TonyInteractive.com | TonySynthesis@gmail.com | 1209 Dekalb Avenue # 222, Brooklyn, NY

Tony Lim is a creative technologist, interactive developer, and digital artist based in New York. He has multidisciplinary backgrounds in software development, interaction design, and audio visualization.

He is experienced in branded content production and experiential marketing through interactive environments. Highlighted skills include gesture recognition based 3D augmented reality design, audio-reactive interactive animation, and computational media. His work has been written and shown in New York Times, BBC, Fox News, Abc News, ICMC, Sonar, Sundance, Engadget, Creators Project, Gawker Media, etc.

EXPERIENCES +

Unified Field Inc.
New York
2014-

Creative Technologist/Interaction Designer
Designing & devloping content rich, experiential, and interactive media for next-generation digital branding environments.

> **Highlighted Work:**
> $30MM production, **Marvel Experience,** is an interactive indoor theme park produced with Marvel Entertainment. Tony came up with the concept and executed **Avengers Encounter Augmented Reality Wall** which enables visitors to summon life-sized interactive 3D superheros by striking a series of poses.
> http://unifiedfield.com/blogs/marvel-experience-news-coverage

Tongji University
Shanghai, China
2014

Visiting Professor
Lectured & lead a Visual-Music Workshop at College of Design and Innovation (D&I), Tongji University collaborated with Music and Media Art Section, University of Bern (Bern, Switzerland)
http://www.tongji.edu.cn/english/index.php?classid=61&newsid=134039&t=show

Starz TV
New York
2013-2014

Programmer/Graphic Designer
Designed an interactive stage set for TV drama series 'Black Sails.'

Blue Man Group
New York
2013

Creative Technologist
Designed & developed a sound-reactive, LED-embedded instruments. Programmed digital signal processing algorithm and designed audio reactive visuals to be installed on the LED based percussion set.

CLOUDS
Sundance, US
2012

Film Scorer/Sound Designer
Created scores and sounds for the first interactive documentary, CLOUDS. Presented a generative portrait of a digital-arts community through an immersive, interactive audio-visual experience.
http://www.wired.com/underwire/2012/06/clouds-code-kinect/

Language Cube
Seoul, Korea
2011

Lecturer/Developer
Lectured business english and immigration english for executives of IT companies, high profile investment bankers, and immigration lawyers.
Developed an iOS application for English education.

EDUCATION +

Tisch School of the Arts, NYU
Masters (M.P.S), Interactive Telecommunications Program
New York, 2011-2013
Researched interactive medium, sound installation, mobile media, and software development.
Recipient Dean's Scholarship 2011-2012

Berklee College of Music
Bachelors (B.M.), Electronic Production & Design
Boston, 2005-2009
Founding member of BVision Group Ableton

> **Supervisor, Lab Monitor**
> Electronic Production & Design Dept.
> 2006-2008
> Served as a lecturer & tech-support. Troubleshooted studio related issues, regulated equipments, monitored students, and managed studio.

SKILLS +

- C++
- Javascript
- HTML5
- OpenFrameWorks
- Arduino
- Processing
- Max/MSP/Jitter
- Reaktor
- Pro Tools
- Ableton Live
- Logic
- Final Cut Pro
- After Effects
- Illustrator

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EXHIBITION & PERFORMANCE   +

Goemul
IAC Building, New York, 2013
A real-time audio-visualization performance
https://vimeo.com/63214239

Gawker Media Tech Party
White Box Art Center, New York, 2013
30-foot-long wall, projected with Interactive audio visualization utilizing Leap Motion Controller as the key Interaction device. Provided for the guests to Gawker Media Tech Party.
https://vimeo.com/81770925

Adhesion Paradox
Art Gate Gallery, New York, 2012
Exhibited an installation featuring hanging columns of Bojagi (traditional Korean Fabric) where each column is equipped with a sensor that will play a unique note sparked by the interpretation of human gestures. Based on the analysis done by Kinect 3D sensing, the fabrics will always follow the movements of audiences.
https://vimeo.com/48770506

Call Your Sequencer
Digital Mod Festival, Guadalajara, Mexico, 2012
A large-scale interactive installation Featured in Mod Digital Festival in Mexico and ITP Spring Show at New York Univ.
Participants can dial up a number using their mobiles to control an 8-step audio sequencer.
http://bits.blogs.nytimes.com/2012/05/15/interactive-telecommunications-program
https://vimeo.com/62483680

Dreaming Maestro
ITP Spring Show, New York Univ., New York, 2012
Based on KInect's skeleton tracking algorithm, the user's various conducting motion will trigger the progressions of designated instruments and choirs.
http://www.bbc.com/news/magazine-18064803

GEEKDOWN
92yTribeca, New York, 2012
Participated as an artist for a month-long multimedia show in two galleries, featuring interactive sculptures, wearable technology and transmedia storytelling projects.

MB&B
MB&B Jazz club, Seoul, 2010
Created an algorithmic audio visualizer for a major jazz club. Sound from a pianist will create sound-reactive water ripples to be projected onto a stage wall.

LAUNGUAGES   +

English	Native
Korean	Native
Chinese	Work Proficiency

MILITARY EXPERIENCE   +

Naval Academy
Jinhae, Korea, 2005-2007
Served as a simultaneous Interpreter for military strategy gathering between U.S. and South Korea.
Taught military English to midshipmen and produced contents for English Education.