

## 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:

- 2017 - Now University of Southern California, Iovine and Young Academy  
· *Assistant Professor of Design.*  
· *Classes:* ACAD 178 Motion Graphics, ACAD 187 3D Design, ACAD 280 Designing for Experiences, ACAD 376/377 Discerning and Making, IDSN 505 Information Design, IDSN 505 User Interface Design, IDSN 520 Design Essentials, IDSN 540 Processes and Perspectives, IDSN 545 Integrative Project.  
· *Responsibilities:* Authoring new courses, lecturing and advising students, inspiring young minds.
- 2015 - 2017 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, on-site installation setup and operation.
- 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, on-site installation setup and testing.
- 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.*
- 1997 - 2000 American Karate Academy, Healdsburg, CA  
 · *Sensei, Class Instructor (volunteer)*  
 · *Responsibilities: Lead instructing children's and adult's martial arts classes 12 hours a week.*
- 1995 - 1997 American Karate Academy, Healdsburg, CA  
 · *Sempai, Assistant Instructor (volunteer)*  
 · *Responsibilities: Assisted in instructing children's martial arts classes, ages 3 - 12.*

## EXHIBITIONS:

- 2014 *Museum of Future Government Services @ Government Summit, Dubai, United Arab Emirates.*
- 2013 *Pendulums and Shiver in "Playful Inter-Action" @ MAXXI, Museum of 21st Century Art, Rome, Italy.*  
*Colors News Machine in "Festival of Dangerous Ideas" @ Sydney Opera House, Sydney, Australia.*
- 2011 *Research Chronology Revisited in "CADRE Show" @ Lake Tahoe Community College, California*  
*BackTalk in "Talk to Me" @ Museum of Modern Art, New York*
- 2009 *LIVE Singapore! @ The Singapore Art Museum*
- 2008 *Author Wall @ Guadalajara International Literary Festival*  
*Power Structures in "Exit Strategies" @ The New Wight Gallery at UCLA*  
*IPicons @ RE/ACT Festival, Heidelberg, Germany*  
*IPicons @ Festival404, Trieste, Italy*
- 2007 *IPicons in "Prints from our Process" @ The Bermont Gallery at UCLA*  
*IPicons @ The Bermont Gallery at UCLA*  
*Wikipedia by the Minute @ 1st Year MFA Exhibition @ The EDA at UCLA*
- 2006 *On Translation: Social Networks @ Feedback Exhibition: Laboral Centre de Arte, Gijon, Spain.*  
*Palm @ The New Wight Gallery at UCLA*  
*On Translation: Social Networks @ San Jose McCenry Convention Center*  
*Body Daemon @ The White Gallery at SJSU*
- 2005 *Visual Rhizome @ The Black Gallery at SJSU*  
*Synaesthesia @ The White Gallery at SJSU*

## PUBLICATION OF WORK ON THE WEB:

- 2016 *Watson 2016 @ Popular Mechanics*  
*Watson 2016 @ Newsweek*  
*Watson 2016 @ Inverse*  
*Watson 2016 @ Fox News*  
*Watson 2016 @ Popular Science*  
*Watson 2016 @ Quartz*  
*Watson 2016 @ Serious Wonder*
- 2013 *Playful Inter-Actions @ Domusweb*  
*Playful Inter-Actions @ Wired.it*  
*Sadly by your Side @ Gizmodo*  
*Sadly by your Side @ Wired.com*  
*Sadly by your Side @ CreativeApplications*  
*Colors News Machine @ Dezeen*  
*Colors News Machine @ DesignBoom*
- 2011 *LIVE Singapore! @ Infosthetics*
- 2008 *Power Structures @ Rhizome*
- 2007 *IPicons @ Rhizome*  
*Two-Dimensional Audio Mixer @ Digg*  
*Two-Dimensional Audio Mixer @ Rhizome*  
*Transvergent Project Relationship Model @ Rhizome*
- 2006 *Research Chronology Revisited @ FXDS Blog*  
*Research Chronology Revisited @ Infosthetics*

Research Chronology Revisited @ VisualComplexity  
 Gravitons & Graviolies @ Infosthetics  
 Gravitons & Graviolies @ Turbulence  
 Visual Rhizome @ Switch Online Journal of New Media  
 Visual Rhizome @ Rhizome  
 Pacific Rim Visual Directory @ New Media Fix  
 2005 Pacific Rim Visual Directory @ Switch Online Journal of New Media  
 Transvergent Project Relationship Model @ VisualComplexity  
 Research Chronology @ VisualComplexity  
 Research Chronology @ Rhizome.org  
 Transvergent Project Relationship Model @ Switch Online Journal of New Media  
 Latency Topography @ Switch Online Journal of New Media

**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* @ Fabrica, Treviso, Italy.

**JURYS:**

2014 Core77 2014 Design Awards: Interaction Category, Jury Captain @ Los Angeles.  
 2013 IxDA Interaction Design Awards 2014: Expressing Category @ Fabrica, Treviso, Italy.

**TECHNICAL SKILLS:**

■■■■■ Java, Processing, Photoshop, HTML5, CSS3, P5.js, Javascript, PHP, InDesign, After Effects, Maya  
 ■■■■■ SQL, Eclipse, Arduino, Android, Python, OpenGL, WebGL, Premiere, Windows, Mac OS, Linux  
 ■■■■■ Three.js, Illustrator, Actionscript, Unity 3D, SketchUp, Electrical Engineering, MakerBot  
 ■■■■■ Final Cut Pro, C++, C#, Perl, 3D Studio Max, TwinCAT, BASIC Stamp