

## 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:

- 2015 - Now 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.

## 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 @ Fabbrica*, Treviso, Italy.

## JURYS:

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

## TECHNICAL SKILLS:

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