

ARIE STAVCHANSKY

stavchansky.net

EDUCATION

Doctor of Philosophy (Ph.D.)
in Radio–Television–Film
August 2007

The University of Texas at Austin, College of Communication, Department of Radio–Television–Film

Dissertation Title

*Acquiring Knowledge of Digital Video Manipulation Techniques
and its Effect on the Perceived Credibility of Television News*

Co-Supervisors

Sharon Strover, Karin Wilkins

Advisors

Sandy Stone, Thomas Schatz, Don Turnbull, Don Howard

Master of Design (M.Des.)
in Interaction Design
May 2002

Carnegie Mellon University, College of Fine Arts, The School of Design

Thesis Report

The Tools Of The Interaction Designer

Thesis Project

Improving the Digital Crafting Experience

Advisors

Jodi Forlizzi, Bronwen Walters

Bachelor of Science (B.S.)
New Media Studies
December 1998

The University of Texas at Austin, College of Communication, Department of Radio–TV–Film

Research Summary

My research interests lie within the fields of design, media effects, and media production. I am interested in how the design, production, and delivery of information influence the way people perceive its credibility. The problems I address regard the identification of credible information in the context of an evolving socio-technological landscape. Such problems become increasingly significant with the continued democratization of information and as new modes of interacting with information emerge. Solving problems in this domain leads towards my goal of creating specifications for designers who want people to perceive their products as credible. Likewise, the results of my research can help information consumers better discriminate between credible and non-credible information.

Other Areas of Interest

- Perceived credibility of moving images.
- Sociological effects of interactive techniques used to produce digital media content.
- Codification of design knowledge and artistic expression into computational systems.
- Technique discovery and development of visual effects.
- History and mechanization of image-making techniques, and their impact on culture.
- Prototyping novel interfaces for human–computer interaction.

ACADEMIC APPOINTMENTS

The University of Texas at Austin

College of Communication | Department of Radio–TV–Film

2007 — 2009

Lecturer

Video Game Development Pilot Project | 12 students, 1 semester

A course that provided top undergraduate students with opportunities to design and develop mobile and desktop video games. Students were carefully selected from computer science, film, fine arts and liberal arts departments. In teams, they worked to create prototypes of their conceptions. Game industry professionals, visiting bi-monthly, offered insights into best practices for design and development.

Visual Effects & Motion Graphics | 27 students, 2 semesters

Now a regular offering at UT Austin, this course integrates motion graphics design and digital video compositing techniques with message delivery. Course readings provide a theoretical framework surrounding the development of production technique and digital tools for image compositing. Authors in course readings include Jacques Ellul, John Dewey, Rudolph Arnheim, Lewis Mumford and Malcolm McCullough. Techniques taught in lab sessions include keyframe animation, rotoscoping, match moving, time-remapping, and keying. Students apply newly developed skills toward assignment projects that challenge them to use learned theories as a basis for their creative work.

Photorealistic 3D Computer Graphics and Simulation | 10 students, 2 weeks

Two week intensive workshop taught at Universidade Nova de Lisboa (New University of Lisbon). Topics covered physics simulations for 3D animation and photorealistic rendering.

Master Class in Video Game Design | 30 students, 1 semester

A class dedicated to video game design and the cultural impact of video games. I co-taught this course with Warren Spector who moderated interviews with guest speakers from the video game industry. For my teaching sessions, students designed games as paper-based prototypes and developed them into interactive, digital prototypes. Lessons covered procedural and object oriented programming with the Adobe Flash platform, as well as digital art asset preparation for integration with code.

Rich Media Website Design & Implementation | 25 students, 1 semester

This course examined what makes a website 'rich', and to what extent such websites are useful in communicating messages. GUI interfaces were considered as content, which acted as a foundation for creating engaging content for the web. After studying the design of novel interactions, students implemented those designs in the context of website development. I taught this course to students in Oporto, Portugal.

2003 — 2007

Assistant Instructor

Visual Effects & Design Studio | 20 – 25 students, 4 semesters

Introduces theories of design thinking, visual perception and technique discovery for image making. Theory underscores creative work for visual effects and assignments produced by students. Lecture topics include, vision, relationship of image to sound, typography, time as medium, simulation, and the mechanization of technique.

Introduction To Digital Media | 35 – 40 students, 2 semesters

This freshman and sophomore course surveys theories and disciplines within the digital media field. Discussion topics include symbol creation and symbol processing, information spaces, information / interface / interaction design, virtual communities, video games, and simulation. Students learn fundamentals of digital crafts including, interactive media authoring, digital imaging, vector illustration, 3D graphics modeling and digital video compositing.

ACADEMIC APPOINTMENTS CONTINUED

2002 — 2003

Teaching Assistant

Weird Science with Dr. Sandy Stone | 40 – 50 students, 2 semesters
Introduction To Media Studies with Dr. Joseph Straubhaar | 70 – 75 students, 2 semesters

UT Austin Academic Appointment Responsibilities

- Designed curriculum and created course syllabi.
- Selected readings for theory and practice units of courses.
- Evaluated and critiqued creative projects produced by undergraduate and graduate students.
- Designed assignments and formulated exam questions.
- Taught advanced digital media production techniques.
- Guided MFA film production students in color correction and title design.
- Directed multi-camera shoots of master class lecture sessions.

Carnegie Mellon University

College Of Fine Arts | The School Of Design

2001 — 2002

Assistant Instructor

Computer Basics for Designers | 20 – 30 students, 2 semesters

A freshman and sophomore mini-course introducing basic concepts of software tools and production processes for designers. I taught a foundational process for creating interactive, digital, content. Students learned basic information architecture and interface design principles. Various software applications for web design, multimedia authoring, motion graphics, and digital imaging

2000 — 2001

Teaching Assistant

Graduate Design Seminar II with Dr. Suguru Ishizaki | 11 students, 1 semester
Visual Interface Design with for Dr. Jodi Forlizzi | 18 students, 1 semester

CMU Academic Appointment Responsibilities

- Created course syllabus.
- Taught digital media production techniques, and Flash ActionScript coding.
- Designed assignments and formulated exam questions.
- Prepared reading materials and course handouts for students.
- Evaluated and critiqued student projects.

PUBLICATIONS

- 2009 Bloland, P., Stavchansky, A. *Graveshift* in enclosed DVD. *Computer Music Journal*, MIT Press Journals. Winter 2009, Vol. 33, No. 4, Pages 109-115
- 2003 Stavchansky, A. 2003. *Intersection*. In ACM SIGGRAPH 2003 Art Gallery (San Diego, California, July 27 - 31, 2003). SIGGRAPH '03. ACM, New York, NY, 163 .

Contributions To Publications

- 2007 Miller, D. 2007. Selected works from the 2007 Northeastern University Visual Music Marathon. In ACM SIGGRAPH 2007 Art Gallery (San Diego, California, August 05 - 09, 2007). SIGGRAPH '07. ACM, New York, NY, 161.
NOTE I produced and directed *Graveshift* (2004) a music video included in this invited showcase.
- 2002 Fogarty, J., Forlizzi, J., and Hudson, S. E. 2002. Specifying behavior and semantic meaning in an unmodified layered drawing package. In Proceedings of the 15th Annual ACM Symposium on User interface Software and Technology (Paris, France, October 27 - 30, 2002). UIST '02. ACM, New York, NY, 61-70.
NOTE I was invited to consult with J. Fogarty in the design of an application that outputs GUI skins for software MP3 players.
- 2002 Liu, M., Williams, D., Pederson, S. 2002. *Alien Rescue: A Problem-Based Hypermedia Learning Environment for Middle School Science*. *Journal of Educational Technology Systems*, 30(3), 255-270.
NOTE I designed a 3D graphical environment and user interfaces for the software used in this publication's methodology.
- 2001 Freeman, M., Bear, E. G., and Teasley, B. 2001. Poly-vectoral reverse navigation: simplifying traversal to and from shared nodes. In CHI '01 Extended Abstracts on Human Factors in Computing Systems (Seattle, Washington, March 31 - April 05, 2001). CHI '01. ACM, New York, NY, 37-38.
NOTE I assisted with interaction and information design of concepts in this article. Also provided implemented designs.
- 2000 Isensee, S., Kalinoski, K., Vochatzer, K. 2000. Chapter 3: Designing Internet Appliances at Netpliance. In Bergmen, Eric, *Information Appliances and Beyond: Interaction Design For Consumer Products* (pp.53-80). San Francisco, CA: Morgan Kaufmann Publishers.
NOTE I was responsible for the interface and interaction design for Netpliance's iOpener. Chapter 3 of Bergmen's book discusses the design process and displays images of the iOpener interface.

PRESENTATIONS & INVITED LECTURES

- 2009
Austin, Texas **Controlling Natural Phenomena in 2D and 3D Graphics**
Presented at MGFest '09 during the *New Motion Summit* session.
- 2008
Austin, Texas **Imaging and Animation for Digital Media**
Lectured undergraduates in a 'Bridging Disciplines Program' course at UT Austin on the process of creating digital art and its interdisciplinary nature. Introduced basic concepts for image processing. Invited by Dr. Bruce Pennycook.
- 2007
Lisbon, Portugal **Grid Computing, Online Social Networking and Content Creation**
Presented at The New University of Lisbon during the UT Austin | Portugal International Collaboratory for Emerging Technologies workshop.
- 2006
Lisbon, Portugal **Digital Compositing & Kinetic Typography For Interface Design**
Presented at The New University of Lisbon during a symposium on interdisciplinary curriculum for new media production.
- 2005
Austin, Texas **Interactive Documentary DVD Interfaces and Architectures**
Lectured undergraduates on Information architecture and interface design for DVDs authored in a documentary production course at UT Austin. Invited by Radio-TV-Film faculty member, Karen Kocher.
- 2003
Austin, Texas **Digital Production Technologies at The University of Texas Film Institute (UTFI)**
Lectured on the history and development of digital compositing technologies to a freshman introductory course on behalf of the UT Film Institute.
- 2003
Austin, Texas **Improving The Digital Crafting Experience**
Presented at the *Transparencies: Technology, Culture & Communication* conference at UT Austin.
- 2001
Portland, Oregon **LifeBytes: Experience Recorder and Playback System**
Presented at Intel Corp.'s *International Human-Centered Design Conference* on wearable computing.

ACADEMIC SERVICE

- 2007 **International Research Collaboration and Curriculum Development** | *Research Assistant*
I assisted in preparing grant proposal materials for an international research program in new media production and technology transfer and commercialization. The proposal was successful and eventually formed the *UT | Portugal International Collaboratory for Emerging Technologies (CoLab)*
- 2006 **Adobe Flash Summer Workshops at The Department of Radio–Television–Film** | *Instructor*
Taught a two week adult education workshop at UT Austin on motion graphics, visual effects, and interactive media production.
- 2003 **FLOW: A Critical Forum On Television and Media Culture** | *Identity Designer*
Designed the identity logo for the FLOW online website, working with fellow graduate students.
- 1997 **Institute For Technology And Learning** | *Interface Designer & Level Designer*
Worked with Curriculum and Instruction professors at UT Austin to create instructional software.
- 1996 **Modern Hebrew Language Project** | *Research Assistant & Multimedia Designer*
Created an instructional website for the Department of Middle Eastern Studies at UT Austin.

HONORS & AWARDS

- 2010 **2010 PrismaColor website launch: Featured Artist**
- 2008 **Civilization selected for PrismaColor's 2009 Calendar and national headquarters gallery**
Ink on paper work selected in a juried competition for PrismaColor promotional and marketing materials.
- 2007 **\$5,000 Grant Recipient from Austin Film Society's Texas Filmmakers Production Fund (TFPF)**
Grant for producing *OPTITRONIC* — a short CG animated motion picture about two characters who duel each other in a high-tech ball game where winning could mean life or death.
- 2006 **Winner "Best of Flicker" audience award at Austin Flicker Fest 28**
Unidentified Flying Object voted best short film at the local chapter of the Flicker Film Fest.
- 2005 **Radio–Television–Film Summer Research Scholarship**
Developed a digital video post–production course at UT Austin with this scholarship.
- 2004 **Radio–Television–Film Summer Research Scholarship**
Continued to develop a technique for simulating visual rain droplets with this scholarship
- 2004 **William S. Livingston Outstanding Graduate Student Employee Award Nominee**
Nominated for the 'Assistant Instructor' category. Each department at UT Austin elects one nominee for this university wide competition, based on teaching performance in the classroom.
- 2004 **George H. Mitchell Award for Excellence in Graduate Research Nominee**
Nominated by UT Austin's Graduate Student Assembly to receive this university–wide award based on research objectives.
- 2002 **Carnegie Mellon University's Graduate Student Small Project Grant**
Funded the empirical study I conducted for my research project at CMU School of Design.
- 2001 **Intel Student Design Competition Award**
Award given for the conceptualization and design of a wearable media recorder and playback system.
- 2001 **Winner of University of Minnesota's Learning Software Design Competition**
Assisted in the design of *Alien Rescue*, an interactive, education CDROM that won, among sixty-five national entries, this juried competition hosted by The University of Minnesota.
- 2000 **Carnegie Mellon University's School of Design Graduate Student Scholarship**
Ongoing scholarship for Masters degree studies at Carnegie Mellon University.
- 1999 **Communication Arts Magazine Award of Excellence**
Voted best interactive website, in Self–Promotion category, for MONKEYmedia's website.
- 1999 **Macromedia Shocked Site of The Month**
MONKEYmedia's Flash website recognized as having made a significant contribution to information architecture and interface design for a website.
- 1998 **Elected as University of Texas at Austin FASTex Student**
FASTex students consult with faculty from a variety of departments on integrating new technologies with their curriculum.

EXHIBITIONS OF CREATIVE WORK

Graveshift

Produced and directed video component of *Graveshift*, a cross disciplinary collaboration between graduate students in UT Austin departments of Radio-Television-Film, Theatre & Dance and Music. The video appeared at the following places and events.

2009	Lisbon, Portugal	Festival Música Viva 2009 at Belem Arts Centre
2009	Los Angeles, CA	Los Angeles Municipal Art Gallery
2009	New York City	Visual Music Marathon (VMM) at Visual Arts Theatre
2007	Seoul, Korea	8th Seoul International Film Festival
2007	San Diego, CA	ACM SIGGRAPH Digital Art Gallery as part of VMM Exhibit
2007	Boston, MA	Northeastern University VMM Exhibit
2006	Bowling Green, OH	27th Annual New Music & Art Festival at Bowling Green State University
2006	Adelaide, Australia	Meditation: Australasian Computer Music Conference at U. of Adelaide, Australia
2006	Seattle, WA	DXARTS Concert at The University of Washington, Seattle
2006	Marseille, France	Trans'Electroacoustique, Gmem, Centre National de Création Musicale
2005	Barcelona, Spain	International Computer Music Conference
2005	Brooklyn, NY	13th International Electro-Acoustic Festival at Brooklyn College
2005	Minneapolis, MN	Spark Festival of Electronic Music and Art at The University of Minnesota
2005	Baton Rouge, LA	Red Stick International Animation Festival at University of Louisiana at Lafayette
2005	Stanford, CA	CCRMA Concert Series at Stanford University
2004	Stockton, CA	Music Beyond Performance: SoundImageSound II at The University of The Pacific
2004	Austin, TX	Cinematexas 9 International Short Film Festival
2004	Austin, TX	Eyes, Ears, Feet Performance at UT Austin B. Iden Payne Theatre

Intersection

Produced and directed an experimental video that introduced a novel technique for rendering photorealistic water droplets on glass surfaces.

2003	San Diego, CA	ACM SIGGRAPH Digital Art Gallery
2003	Television Broadcast	Texas PBS affiliate stations broadcast this work on the program <i>The Territory</i> .
2003	Wiltshire, UK	Screened at Peter Gabriel's RealWorld Studios
2003	Austin, TX	SXSW Interactive Conference Showcase with University of Texas' ACTLab

Doesn't Remind Me

Worked with award winning, music video director, Chris Milk to produce and create a visual effects sequence in Audioslave's *Doesn't Remind Me* music video.

2005	Television Broadcast	International television broadcast on Music Television Network (MTV)
2005	Television Broadcast	National television broadcast on Fuse Television.

Dry Cell

Produced and directed this video with photography and animation for a collaboration with electro-acoustic music composer J. Anthony Allen and saxophonist Michael Straus.

2009	Richmond, Virginia	3rd Practice Electroacoustic Music Festival at Modin Center for the Arts
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New York Abstract No. 1

Produced, photographed, and directed short experimental Super8 film about New York City's inhabitants and various eco-systems.

2008	Austin, Texas	South By Southwest (SXSW) Film Festival. Screened at The Hideout Theatre.
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Unidentified Flying Object

Produced, photographed, and directed short experimental Super8 film critiquing the human quest to communicate with extra terrestrial life.

2008	Austin, Texas	Flicker Film Festival 28, Alamo Drafthouse Downtown Austin
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EXHIBITIONS OF CREATIVE WORK CONTINUED

Improving Silence Produced and directed this music video for CrowdControl Records, for the song with the same name.
2008 Television Broadcast Recurring broadcast on Austin Music Network, now ME Television

Limited Edition Prints I release limited edition prints of my digital art and illustration and exhibit them at various venues.

2008	Oak Brook, IL	Prismacolor national headquarters gallery displays 'Civilization'
2006	Austin, TX	Art Outside
2005	Austin, TX	Salon Ufizzi
2005	Chicago, IL	Coffee Expressions
2004	Austin, TX	Magnolia Cafe

PROFESSIONAL WORK HISTORY

HC&B Healthcare Communications, Information Architect
2010 | Austin, TX
Designed user flow diagrams for a **US Oncology** online ad campaign. Delivered an optimal information architecture for integrating over 20 separate web properties acquired by the US Oncology brand into a single campaign. The flow led various target audiences from different media touch points to relevant information. Worked with an art director, content strategist, and account executive.

Nightingale, Developer
2009 | Austin, TX
Developed a Text-To-Speech and Automatic Speech Recognition application for social media networks. Use PHP to generate VoiceXML documents for feeding information to a telephony application as well as an Adobe AIR application written in OOP ActionScript 3. I setup a Linux Fedora server and installed and configured an Apache, PHP, MySQL, Flash Media Server, SSH, and FTP modules.

ATMCash, Information Architect
2009 | Los Angeles, CA
atmcash.com
Created information architecture and UX wireframes for this cash remittance website serving an international market and audience. Designed user registration flow, categorized informational content, and delivered information architecture diagrams. Had to consider financial institution compliance standards. Worked with project managers.

foci Studios, Co-Founder
2009 — Present | Austin, TX
foci.tv
I co-founded this motion graphics / post-production firm in Austin, Texas. I provide creative direction and design services for corporate and film production companies. Some clients include: Lucky Rabbit Films, EarthSky, Serta Mattress Company, State of Texas. I serve as foci's web master and designed and developed its website showcasing its demo reel. Coded in OOP ActionScript 3 for implementing novel user interaction and responding to cue points embedded within Flash Video.

Lion & Leon Productions, Founder
2003 — Present | Austin, TX
lionleon.com
Produced and directed several experimental and music videos. Also contracted as a VFX artist for other studios' productions. Worked with *@radical.media* productions and *MacGuff* post-production. Producing a short animated movie, *Optitronic*, partially funded by the Austin Film Society. Designed a title sequence for the short film *Miracle Investigators*. Produced HD video stock footage clips for *ARTBEATS, Inc.* an industry leading stock footage distribution company. Wrote tutorials for Academy Award winning visual effects company RE:Vision Effects, Inc. that covered an advanced technique using their software.

Judaism.com, Designer & Developer
2009 | Pittsburgh, PA
judaism.com
Designed and developed a web application for this Judaica distributor. Coded in an object oriented style with ActionScript 3.0, Javascript, and PHP. Designed and implemented a MySQL relational database for scalability. The application seamlessly loads over eighty unique SWF files built by other designers. Trained an IT professional and a Flash designer on adding interactive content to the application. The software helps teachers and students engage in dialogue about Hebrew texts.

Cisco Systems, Web Developer
2009 | Austin, TX
Developed new features on existing rebate websites for the **Cisco** acquisition of **Linksys**. Coded input forms with ASP to write data to CSV files for opening in Microsoft Excel. Managed site development on a staging server and pushed files to live servers upon approval. Worked remotely via VPN.

the MOD Studio, Email Developer
2009 | Austin, TX
themodstudio.com
Implemented email newsletters for **Sun Microsystems** and **SyBase**. Implementation followed strict HTML markup with embedded CSS. Integrated HTML into email campaign management software applications. Used *Litmus* to ensure consistent client rendering of email. Coded HTML input forms for the **American Physicians Insurance Company** website hosted on lead-generation application servers.

PROFESSIONAL WORK HISTORY CONTINUED

- ENFATICO**, Sr. UX Designer
2008 | Austin, TX
enfatico.com
Designed user experience wire frames, microsites, and interactive banner ads for Dell Computer Corp.'s website. Integrated Flash video with embedded cue points into web banner ads with ActionScript 3.0. Delivered storyboards for digital media ads with Adobe Illustrator and InDesign. Worked within a team including an account manager, copy writer, and an art director. Presented solutions to representatives from Dell.
- ON Networks**, Web App Designer
2008 | Austin, TX
onnetworks.com
Worked directly with CEO to design an information visualization web application for professional media buyers in the marketing and advertising industries. Provided storyboards demonstrating scenarios-of-use, user interaction, and interface designs. Used Adobe AfterEffects to mock-up the user workflow with the application.
- Ignite!Learning**, UI / IxD Designer
2008 | Austin, TX
ignitelearning.com
Designed an interface for a K-12 classroom projection system that features instructional software applications. Delivered storyboards for scenarios-of-use, as well as graphic renderings of interfaces for applications. Worked with a team consisting of a project manager, developer, and instructional writers.
- Financial Transaction Services, LLC**
Web App Designer & Developer
2006 — 2008 | Cannonsburg, PA
ftservice.com
Provided creative direction, design, and technical architecture for a web application that processes input forms and renders financial transaction reports for sales teams. The application's website was implemented as a Flash shell. I coded with ActionScript 2.0 in a procedural style while integrating various external class libraries. Managed a server administrator and an application engineer to develop a module that extracted data from an MS Access database. Our code was licensed by two financial transaction companies. Provided design guides and technical specification documents for future implementation teams. I worked directly with executives to assess requirements, prioritize feature sets, and schedule development milestones.
- Austin Museum of Art**, Instructor
2006 | Austin, TX
amoa.org
Taught a two week workshop on Adobe Flash at the museum's Laguna Gloria campus. Students learned basics of storytelling within an interactive medium. Presentations were made at the end of the session.
- Freshies.mobi**, IA / UX Designer
2006 | Newark, NJ
freshies.mobi
Designed a website and a content management system for a mobile phone application that stores weather and snow conditions for ski resorts around the United States. Used Visio to clarify the application's front and back-end architecture. I worked with clients to assess requirements, prioritize feature sets, and schedule development milestones.
- Digital Kitchen, LLC**
Composer & Broadcast Designer
2005 | Chicago, IL
d-kitchen.com
Worked in pre and post-production for television broadcasts. Contributed design storyboards for title sequences and commercials to appear on national television networks: *Criminal Minds* (ABC), *My Name is Earl* (FOX), Orville Redenbacher's, Coors Beer, etc. Performed keyframe animation, rotoscoping, color correction, visual effects and motion graphics design for various ad campaigns. Projects included campaigns for McDonald's, Walgreens, PBS, Stouffers, and Outdoor Life Network.
- CILAT**, Interface Designer
2004 | Lafayette, LA
cilat.org
Designed the UI for a web application utilized by school teachers for creating online assessment portfolios showcasing their curriculum. Also, drew conceptual art for a virtual environment found in a video game for teaching children science and technology related subject matter. The Center for Innovative Learning and Assessment Technologies (CILAT) is located within the department of Curriculum and Instruction at Louisiana University at Lafayette.
- Internal Drive Tech Camps**, Director
2002 | San Diego, CA
internaldrive.com
Developed and administered curriculum and activities involving computer technology for children, ages 8–17. Units in web design, digital video editing, computer programming, and robotics kit construction were developed. I guided students in presenting their creative work to an audience consisting of their parents at the end of weekly sessions.
- Catalis**, UI & IxD Designer
2002 | Austin, TX
thecatalis.com
Designed and implemented a prototype for an application used by health care professionals. I considered interactions that physicians might perform with a Tablet PC while diagnosing a patient. Delivered information architectures, user experience diagrams, and Photoshop renderings of interface. Developed the prototype with HTML and Javascript.
- HCII at CMU**, Design & Developer
2002 | Pittsburgh, PA
hcii.cmu.edu
Designed information graphics published in a 300+ page document for companies that provide outsourcing information technology services in India. Used Illustrator to design and iterate on those graphics. Worked with an information architect to develop three websites that accompanied information provided in the document.
- Executive Advisors**, Designer / Dev.
2002 | Los Angeles, CA
executiveadvisors.org
Designed and implemented this consultancy's web presence. Used strict HTML 1.0 for layout, wrote a Javascript to read data from a CSV file, and embedded that data into an HTML page within an iFrame. Currently serve as webmaster.

PROFESSIONAL WORK HISTORY CONTINUED

Pick-A-Prof , Designer / Developer 2001 Austin, TX pickaprof.com	Designed the graphic identity for this company while assisting with online data mining tasks. Created queries to a MySQL database for obtaining tailored recordsets and other data mining. Developed a client application in Javascript to communicate to server side PHP scripts.
Mizrahi, Inc. , IxD Designer / Developer 2000 Pittsburgh, PA mizrahionline.com	Implemented a Flash microsite for this design firm's client. Worked from provided illustration storyboards. Coded in a procedural style with ActionScript 2.0. Timeline-based UI animations were controlled by code. The microsite was implemented as a hybrid Flash / HTML application.
Netpliance, Inc. , IA / UX Designer 1998 — 2000 Austin, TX	Worked within a team of five to design the user experience for the iOpener information appliance. Acted as information architect, designer, and coded various web sites with HTML and Javascript. Handled icon design and interface layout in Adobe Illustrator then detailed pixels in Photoshop. Assisted implementation team with GUI integration into a lightweight OS installed on a solid state memory card.
Yahoo!, Inc. , Info. Graphics Designer 1998 Sunnyvale, CA games.yahoo.com/help/ch	Designed documentation graphics for Yahoo!'s Chess application. Used Illustrator to design and Photoshop to compress. Had to consider graphics traveling to 56K modems.
MONKEYmedia , IA / UX / IxD 1997 Austin, TX monkey.com	Assisted in the architecture, design, and implementation of this company's award winning website. Devised a technique using the Macromedia Flash 3 interface for implementing a novel interaction. Coded with ActionScript 1.0. This project earned an Excellence award from Communication Arts Magazine Annual .
Barrett Kendall Publishing , IA / UI Designer & Developer 1995 Austin, TX	Designed and implemented an educational website which served online information as a supplement to a pre-existing CD-ROM application. Strict use of HTML. NCSA Mosaic was on its way out, while Netscape 1.1 emerged.

TECHNICAL SKILLS & COMPETENCIES

Coding & Scripting		Software		Server	
XHTML	Expert	Dreamweaver	Expert	Encore DVD	Expert
JavaScript	Expert	Flash	Expert	3DSMax	Expert
AJAX	Expert	Photoshop	Expert	Maya	Intermed.
ActionScript	Expert	Illustrator	Expert	MS Office	Expert
XML	Expert	InDesign	Expert	OmniGraffle	Expert
CSS	Expert	AfterEffects	Expert	SPSS	Intermed.
PHP	Expert	Premiere	Expert	Mac OSX	Expert
ASP	Beginner	Final Cut	Intermed.	MS Windows	Expert
				Linux	Intermed.
				Apache	Expert
				MySQL	Expert
				Subversion	Expert
				CMS	Expert
				DNS	Expert

REFERENCES

Academic

Michale Benedikt, Professor	mbenedikt@mail.utexas.edu
Jodi Forlizzi, Ph.D., Associate Professor	forlizzi@cs.cmu.edu
Suguru Ishizaki, Ph.D., Associate Professor	suguru@cmu.edu
Sharon Strover, Ph.D., Chair of RTF dept.	sstrover@mail.utexas.edu
Karin Wilkins, Ph.D., Professor	kwilkins@mail.utexas.edu
Thomas Schatz, Ph.D., Centennial Prof.	tschatz@mail.utexas.edu
Sandy Stone, Ph.D., Associate Prof.	sandy@sandystone.com
Suzi Silver, Associate Professor	ssilver@andrew.cmu.edu

Industry

Andrea Biederman, Digital Kitchen, LLC	abiderman@d-kitchen.com
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