



# REBECCA BRAY

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## Using creative means to express complex information.

Interaction Design Concept Development  
Information Architecture  
Project Management  
Illustration & Design  
Web Design & Development

Animation, Flash  
Interactive Installation Art  
Non-Profit and Environmental Expertise  
Video, Live VJing, Interactive Video

## EXPERIENCE

### Co-Founder, June 2007-Present

#### Submersible Design

- Served as Media Producer to Thinc Design, an exhibit design firm. Developed concepts for interactive exhibits, advised client on technology and visitor interaction.
- Created web site and content management system plan for the Smithsonian Natural Museum of Natural History.
- Created web site for the American Museum of Natural History's Center for Biodiversity and Conservation, including staff training and database design

### Interactive Design Consultant, 1998-Present

#### Various Clients, New York, NY

- Created interactive animation exhibit for the American Museum of Natural History.
- Create websites, as well as branding and marketing campaigns for clients such as Sustainable Table, and The Small Planet Fund.
- Project manage and information architect interactive projects for clients such as The Audubon Society of New York and the Foundry Theatre Company.

## Personal Work

- Collaborate to create interactive art and technology projects such as Botanicalls (www.botanicalls.com), which has received press coverage from the BBC, NPR, Good Morning America, and Reuters, among other media outlets.
- Co-authored a business plan for a sustainability-related website that was awarded semi-finalist prize in the Berkeley Center Business Plan competition.
- Curate programming and coordinate artists in role of Sustainability Facilitator at Eyebeam, an arts and technology atelier.
- Wrote paper on information systems for sustainable buildings that will be published and presented at the Ubiquitous Computing Conference in Austria in September 2007.
- Wrote interaction design guidelines and created a plan for an interactive museum.
- Create interactive video, animation, and responsive objects.
- Invited to participate in ideation sessions for design companies.
- Founding member of Glass Bead Collective, a live performance and documentary video group. Created and performed live video work.
- Shot, directed, wrote and narrated segment of documentary film.
- Wrote proposal for and received grant to create a successful rooftop garden.
- Stage managed and produced art performance events and fundraisers.
- Designed and managed creation of installations, costumes, and props.
- Served as marketing and interaction consultant for organizations such as the Dalai Lama Foundation of NY and Small Planet Fund.

**Art Director and Internet Development Manager, May 2001-Sept 2005**

GRACE, 215 Lexington Avenue, Suite 1001, New York, NY 10016

URLs : [themeatrix.com](http://themeatrix.com), [www.sustainabletable.org](http://www.sustainabletable.org), [www.eatwellguide.org](http://www.eatwellguide.org)

- Executive Producer of hugely successful animated advocacy film
- Creative Director, Designer and Developer of Webby Award-winning web site
- Managed web development, design, and content development of 6 organization websites, plus those of partner organizations
- Designed all online and print materials
- Initialized successful online and offline marketing projects
- Wrote specs for complex web and database projects
- Directed internal and external web and content developers
- Spoke on panel discussions about marketing techniques for non-profits

**Lead Internet Development Manager, July 1998-Jan 2001**

GPI, Red Hook, NY

- Directed Graphic Design Department, trained designers
- Managed production process and project development
- Designed at least 40 web sites, plus printed materials
- Worked with CEOs to develop business requirements
- Managed information architecture and database design

**EDUCATION**

Masters degree received May 2007

Interactive Telecommunications Program, New York University

Significant Coursework in: interactive design and technology, physical computing and sensors, animation, installation development, and video

BA received May 1998

Bard College, Annandale-on-Hudson, NY

Sociology Major, Concentration in Cultural Studies and Media

Significant Coursework in the Arts: video, painting, digital imaging

**TOOLS**

Photoshop, Flash 8 and Actionscript 2, HTML, PHP, Dreamweaver, After Effects, Illustrator, Final Cut Pro, plus working knowledge of Max MSP, Jitter, Arduino, and Maya (3D software).

**URLS (a small selection)**

Submersible Design: [www.submersibledesign.com](http://www.submersibledesign.com)

Personal site: [www.overainslie.org/rbray](http://www.overainslie.org/rbray)

Botanicalls: [www.botanicalls.com](http://www.botanicalls.com)

Plantopia: [itp.nyu.edu/~rb1551/plantopia](http://itp.nyu.edu/~rb1551/plantopia)

The Meatrix: [www.themeatrix.com](http://www.themeatrix.com)

Sustainable Table: [www.sustainabletable.org](http://www.sustainabletable.org)

Eat Well Guide: [www.eatwellguide.org](http://www.eatwellguide.org)

**Full portfolio and references available upon request.**

# Robert Faludi

## Curriculum Vitae

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New York, NY 10014  
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[rob@faludi.com](mailto:rob@faludi.com)

### Education

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- Master's Degree in Interactive Telecommunications (ITP), New York University, Tisch School of the Arts: 2005-2007
- Master of Arts, Cognitive Psychology, New York University Graduate School of Arts & Sciences: 2003-2005. M.A. Scholar 2003-2005, M.A. Honors 2004-2005
- New York University Tisch School of the Arts, Dept. of Film and T.V., 1985-86
- Bachelor of Arts, Film and Theater, Oberlin College, 1984-1988

### Professional Positions

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- ADJUNCT LECTURER, Brooklyn College, CIS Program, 2008-Present. Classes: *Computing and Art: Nature, Power and Limits*.
- ADJUNCT PROFESSOR, NYU Interactive Telecommunications Program, Tisch School of the Arts, 2007-Present. Class: *Collaborative Mesh Networking*. Guest Lecturer and Guest Critic for *Network Objects, Metaforms*, and *Introduction to Physical Computing*.
- RESIDENT RESEARCHER, NYU Interactive Telecommunications Program, 2007-Present. Program support, student workshops and help sessions and original research in physical computing, communities and interaction design.
- SUMMER RESEARCH INTERN, Microsoft Research, Creative Systems Group, 2007. Designed and produced social networking applications for Microsoft communities.
- NYU Interactive Telecommunications Program, 2006 -2007. Physical Computing Researcher. Original research in mesh networking for physical computing applications.
- NYU Department of Psychology - Adolph Lab - Dr. Karen Adolph, 2004 - 2005. Researcher. Fundamental research in the mathematical functions for perception of affordances, as an investigation of the psychological processes that humans use to interact with the physical world.
- NYU Department of Psychology, Center for Neural Science - Carrasco Lab - Dr. Marisa Carrasco, 2002 - 2005. Researcher, mentor for undergraduate honors student project. Investigated the effects of visual performance fields on human motor responses.
- NYU Department of Psychology, Center for Neural Science - Maloney Lab - Dr. Laurence Maloney - 2003 - 2005. Researcher, mentor for Intel Science competition student semifinalist. Investigated how covert transient visual attention affects motor response trajectories
- MANAGING PARTNER, Server Habitat, New York and San Francisco, 2002-present. Principal in full-service computer server co-location and hosting facility. Clients include Daimler Chrysler, Verizon, American Eagle Outfitters.
- FOUNDING PARTNER, Oncall Interactive, LLC, Chicago, 2002-2003. Principal in a 25-employee interactive design and web application development firm. New clients included Verizon, American Express, Sears, Conagra Foods, American Eagle Outfitters, McGraw Hill, Daimler Chrysler.
- CEO, COO, Faludi Computing, Inc., San Francisco, 1997-2002. Principal in a 10-employee computer consulting firm specializing in web application development. Participated in the design

- and construction of over 50 major web businesses including sites for TD Waterhouse, Visa, Lucent Technologies, Charles Schwab, Lonely Planet Travel Books, American Lawyer Media, Law.com, Gap Inc., AAA, Move.com and many others.
- OWNER & LEAD CONSULTANT, Faludi Computing, San Francisco, 1992-1996. Owner of a 5 person computer consulting firm specializing in networking, groupware and comprehensive consulting. The firm was part of the original technical team for both Salon.com and Match.com. Over 200 small and medium-sized business clients
  - OPERATIONS MANAGER, Terry Pimsleur & Company, San Francisco, 1990-1992. Solely responsible for corporate operation of event production firm including management of cash flow and budgets (1.3 Million per year/14 employees).
  - ASSISTANT PRODUCER, Woody Clark Productions, San Francisco, 1989-90. Key story analyst and editor for screenplays. Responsible for completion of all day-to-day business operations and sales.
  - PRODUCTION STAFF, MacGillivray Freeman Films, Los Angeles\_1988. "It's Gary Shandling's Show," OMNIMAX "Back to the Future" attraction for Universal Studios

## Selected Projects

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- LIVING CITY, physical architectural response to air quality project--created underlying mesh network
- BOTANICALS, plants that phone for human help when they need light or water
- ITP BLOGBLENDER, aggregation of hundreds of community blogs, to create a new understanding of group behaviors
- BLUEWAY, visual navigation to colleagues current location using Bluetooth signals from computers and phones
- SKETCH & SHARE, interactive networked toy for children
- WILD LIGHT, device that brings a sense of real-time natural daylight to dark or windowless spaces
- SOCIAL GENIUS, an engaging online game for learning names and building community

## Awards

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- First Prize, NYU M.A. Psychology Research Conference, "Covert Attention Affects Motor Response Trajectories ", Faludi, Avakov, Maloney, Carrasco, 2005.
- First Prize, NYU M.A. Psychology Research Conference, "Effects of Visual Performance Fields on Motor Responses", Faludi, Maloney, Carrasco, 2004.
- M.A. Scholar, New York University 2003-2005
- M.A. Honors, New York University 2004-2005

## Papers Presented

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- "Affordances, A Functional Analysis" Faludi, 2005 M.A. Thesis sponsor: Karen E. Adolph, Ph.D., reader: Catherine Tamis-LeMonda, Ph.D.
- "Covert Transient Attention Affects Motor Response Trajectories" Faludi, Avakov, Maloney, Carrasco, ([abstract](#), [poster](#)) Vision Science Society, 2005.
- "Effects of Visual Performance Fields on Motor Responses", Faludi, Maloney, Carrasco, ([abstract](#), [poster](#)) Vision Sciences Society, 2004.

## Selected Public Media

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- Good Morning America, August 14, 2007: [Ring! Your Plant is Calling](#)
- ZDnet, July 25, 2007: [Your Plant Just Called to Say "I'm Thirsty"](#)
- New York Times, May 6, 2007: [Winning isn't Everything](#)
- Time Out New York, April 26, 2007: [Tree Rings](#)
- CNET, April 24, 2007: [Interactive Design Blooms in NYU Hallways](#)
- O'Reilly Emerging Telephony, March 1, 2007: [ETel Coverage: The Future of Telephony](#)
- Gizmodo, February 19, 2007: [Botanicalls Helps Plants Whine About Water](#)
- American Inventor Spot, February 17, 2007: [Thirsty Plants Can Now Call for Water](#)
- BBC Newshour, January 18, 2007: [There's a Plant on the Line](#)
- Der Spiegel Online, January 9, 2007: [Botanicalls Telefonieren mit Topfpflanzen](#)
- Engadget, December 20, 2006: [NYU shows its stuff at the Winter 2006 ITP \(Botanicalls\)](#)
- Rocketboom, December 19, 2006: [ITP Winter Show \(Botanicalls\)](#)
- Make Magazine Blog, December 19, 2006: [ITP Winter Show \(Botanicalls\)](#)
- Walker Art Center New Media Blog, December 18, 2006: [Botanicalls](#)
- Pasta & Vinegar, May 17, 2006: [Bluetooth Locative Media \(BlueWay\)](#)
- Cool Hunting, May 15, 2006: [ITP Spring Show \(BlueWay\)](#)
- Unmediated, May 6, 2006: [Sketch 'n Share](#)
- Pixelsumo, May 4, 2006: [Sketch and Share, a networked toy](#)
- NYU Today, March 1, 2004: [NYU Professors Mentor Record Number of Semi-finalists in Intel Science Competition](#)
- Columbia News Service, June 3, 2003: [Keeping their heads in the stars and their feet on the sidewalk](#)

## Conferences and Shows

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- [MAKE Magazine's Maker Faire](#), Austin, Texas, O' Reilly & Associates, 2007
- [MAKE Magazine's Maker Faire](#), San Mateo, California, O' Reilly & Associates, 2007
- [Psychobotoany](#), Machine Project gallery, 2007
- ITP Spring Show, Tisch School of the Arts, 2007
- ITP Spring Gallery, Tisch School of the Arts, 2007
- [ITP Winter Show](#), Tisch School of the Arts, 2006
- ITP Fall Gallery, Tisch School of the Arts, 2006
- [ITP Spring Show](#), Tisch School of the Arts, 2006
- ITP Spring Gallery, Tisch School of the Arts, 2006
- [ITP Winter Show](#), Tisch School of the Arts, 2005
- [Vision Sciences Society](#) Annual Meeting, 2005
- MA Research Conference, 2005
- [Vision Sciences Society](#) Annual Meeting, 2004
- MA Research Conference, 2004

## Grants

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- Tisch School of the Arts GSO Individual Grant for Media Archive group project, 2006

## Professional Affiliations

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- Member, [IEEE, Institute of Electrical and Electronics Engineers](#), 2006 - present
- Member, [Vision Sciences Society](#), 2003 - 2006
- Founder, Bay Area Internet User\_s Group, 1994

# KATE HARTMAN

PORTFOLIO: [www.katehartman.com](http://www.katehartman.com)

EMAIL: [mail@katehartman.com](mailto:mail@katehartman.com)

## EDUCATION

**MPS** Interactive Telecommunications, New York University, New York, NY, 2007

**BA** Film and Electronic Media, Bard College, Annandale-on-Hudson, NY, 2003

## SELECTED PROJECTS

**This Device Is For You** (2007) newly invented devices distributed for testing by mail

**Heelys Hack / Energy Harvesting Dérive** (2007) roller shoes generate human powered energy

**Botanicalls** (2006-2008), sensing system enables plants make phone calls to express needs

**Urban Sonar** (2006) wearable sensing system that monitors personal space and heart rate

**Wearable Wall** (2006) portable wall worn as a backpack

**Muttering Hats** (2006) hats that liberate the voices in your head

**Collective Collage** (2006) public participatory collage of images contributed via MMS

**VideoRoutes** (2006) Yahoo! maps / YouTube mashup: geolocate video curating

**Q Beta** (2006) soft circuit quilt that serves as an assistive technology communication device

**(re)connect** (2006) soft circuit jacket where gestures instigate vibrations

**(un)dress** (2006) video sensing portraits of people dressing & undressing

**Go-Go Gloves** (2005) electronic gloves control screen-based dance party

**The Dream Hotline** (2003) performance and video installation about the collection of 1000 dreams

**Surfacing** (2002) single channel found-footage video of dream tellings

## WORK EXPERIENCE

**Producer** – area/code games, New York, NY, 2008 - present

**Resident Researcher** - Interactive Telecommunications Program, NYU, 2007 - present

**Teaching Assistant** - Eyebeam Digital Day Camp, New York, NY, 2007

**Equipment Room Assistant** - Interactive Telecommunications Program, NYU 2006 – 2007

**Book Production Intern** - Switch, New York, NY, 2006

**Assistive Technology Intern** - Cognitech Café, New York, NY 2006

**Film & Electronics Arts Program Departmental Assistant**, Bard College, Annandale, NY, 2003-2005

**Peer Counselor** - Office of Residence Life, Bard College, Annandale, NY, 2000-2003

**Slide Library Assistant** - Art History Department, Bard College, Annandale, NY, 1999-2002



## SHOWS / EXHIBITIONS

- 2008            **Threads Fashion Show**, Jersey City, NJ
- 2007            **Open Engagement**, Regina, SK, Canada  
**Interactive Object 1.0**, Rome, Italy  
**Maker Faire**, Austin, TX  
**Conflux Festival**, New York, NY  
**SIGGRAPH Unravel Wearables Fashion Show**, San Diego, CA  
**O'Reilly Where 2.0 Conference**, San Jose, CA  
**Maker Faire**, San Mateo, CA  
**Machine Project**, Los Angeles, CA  
**ITP Spring Show**, New York, NY  
**O'Reilly Emerging Telephony Conference**, San Francisco, CA  
**Learning Worlds Interface Fair**, New York, NY
- 2006            **ITP Winter Show**, New York, NY  
**Sony Wonder Technology Lab**, New York, NY  
**Hackers on Planet Earth (HOPE) Number 6**, New York, NY  
**Ask the Robot**, The Frying Pan, New York, NY  
**Future Fashion Event**, Viaggio Telecom 2006, Pisa, Italy  
**ITP Spring Show**, New York, NY
- 2005            **ITP Winter Show**, New York, NY
- 2004            **Avery Arts Center Opening**, Bard College, Annandale-on-Hudson, NY
- 2003            **The Dream Hotline**, Bard College, Annandale-on-Hudson, NY
- 1999            **Islip Art Museum**, Islip, NY
- 1998            **Heckscher Museum**, Huntington, NY  
**George Eastman House**, Rochester, NY  
**NYSSMA Show**, Ithaca College, Ithaca, NY

## PANELS / TALKS

- Open Engagement Conference**, Regina, SK, Canada, October 11, 2007  
**Dorkbot-NYC**, Location One, New York, NY, September 5, 2007  
**ITP Thesis Presentation**, New York University, New York, NY, April 30, 2007  
**4th Annual Women's History Month Citywide Conference for Girls On 21st Century Careers**, Polytechnic University, Brooklyn, New York, March 24, 2007  
**O'Reilly Emerging Telephony Conference**, San Francisco, CA, March 1, 2007  
**Vision Education and Media**, New York, NY, July 27 & August 24, 2006

## SELECTED MEDIA / PRESS

**World Changing**, Energy Harvesting Dérive, September 1, 2007  
**Boing Boing**, Energy Harvesting Dérive, August 30, 2007  
**Good Morning America**, Botanicalls, August 9, 2007  
**Yahoo! Tech**, Muttering Hat, August 8, 2007  
**NPR Morning Edition**, Botanicalls, July 30, 2007  
**Reuters Video**, Botanicalls, July 18, 2007  
**NPR Talking Plants**, Botanicalls, July 2, 2007  
**New York Times**, Botanicalls, May 6, 2007  
**We Make Money Not Art**, This Device is for You, May 6, 2007  
**Time Out New York**, Botanicalls, April 26, 2007  
**Irish Newstalk Radio**, Botanicalls, March 1, 2007  
**BBC World Service News Hour**, Botanicalls, January 18, 2007  
**ARD German Radio**, Botanicalls, January 18, 2007  
**Spiegel**, Botanicalls, January 9, 2007  
**Rocketboom**, Botanicalls & Muttering Hat, December 19, 2006  
**Gizmodo**, Muttering Hat, December 11, 2006  
**We Make Money Not Art**, Muttering Hat, December 11, 2006  
**We Make Money Not Art**, Urban Sonar, December 10, 2006  
**MAKE Video Blog**, (re)connect, June 30, 2006  
**Twenty1F**, (re)connect, May 5, 2006

## PUBLICATION

**Fashionable Technology: The Intersection of Design, Fashion, Science and Technology**  
Sabine Seymour, Thames & Hudson, 2008

**Making Things Talk**  
Tom Igoe, O'Reilly Media, 2007

**IEEE Distributed Systems Online**  
Vol. 8, No. 7, 2007

**Photography Quarterly #92 - The Center for Photography at Woodstock**  
Vol. 22, Issue 3, 2005

## HONORS / AWARDS

**ITP Travel Grant** – O'Reilly Emerging Telephony Conference - 2007  
**Lew Wasserman Scholarship** 2006-2007  
**Tisch School of the Arts Graduate Scholarship** 2006-2007  
**Tisch School of the Arts Summer Scholarship** 2006  
**Tisch School of the Arts Graduate Scholarship** 2005-2006  
**South Bay Art Association Scholarship** 1999

## KATI LONDON

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### WORK EXPERIENCE

#### **area/code, New York, NY**

##### Game Producer/Designer, 6/06-Present

Collaborate on large-scale, game development and manage game production. Clients include: *Carnegie-Mellon Girls Math & Science Program, Van Alen Institute for Public Architecture, A&E Television Network*, among others.

#### **Nokia Game Summit Game Design, Monte Carlo, Monaco**

##### Game Developer, Exhibitor, 6/06-10/06

Commissioned by Nokia Research to be a part of a team to conceive, develop and present a mobile game at the second annual Nokia Game Summit Conference.

#### **Squib International Corporation, New York, NY**

##### Research Consultant, 6/06-9/06

Developed a business plan for a research, development, and technology licensing company. Included relevant research and market analysis in: ubiquitous and wearable computing, video displays and fashion.

#### **Advanced Educational Systems, New York University Medical Center, New York, NY**

##### Teacher's Assistant for Physical Computing Program, 2/06-9/06

Assisted with individual instruction of New York City public school teachers in a program designed to augment science and math curricula through the introduction of physical computing.

#### **Wave Hill: Botanical Garden and Cultural Center, Bronx, NY**

##### Cultural Programs Manager, 2/03-11/05

Curated and produced public cultural events including: the performing & literary arts, (concert and dance) and educational workshop series.

#### **Omega Institute of Holistic Studies, Rhinebeck, NY**

##### Manager Faculty & Creative Residencies, 1/00-2/03

Created and managed two Artist-in-Residence Programs. Oversaw the faculty for the nation's largest holistic education center. Planned and executed a national conference series.

#### **Artnet.com, New York, NY,**

##### Production Manager, Online Auctions, 6/99-7/00

Managed online auction production department. Established company procedures by creating guidelines for digital editing and archiving images and artist biographies.

##### Translator, 4/99-6/99

Translated and cataloged international auction histories between French and Italian and English.

### EDUCATION

#### **Tisch School of the Arts, New York University, New York, NY**

*MPS, Interactive Technology Program, 2005-2007*

#### **Rhode Island School of Design, Providence, RI**

*BFA, Painting, 1998*

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## AWARDS

### **May and Samuel Rudin Merit Scholarship, 2006**

*Interactive Telecommunications Program, Tisch School of the Arts, New York University*

### **European Honors Program: Rhode Island School of Design, 1998**

*Piazza Cenci, Rome, Italy*

### **Artist-in-Residence, 1998**

*Bildwerk Eisch Glass, Frauenau, Germany*

### **Caroline Palermo Schulz Landscape Architecture Scholarship, 1997**

*European Honors Program, Rhode Island School of Design*

## PRESS

**Block Magazine**, Block 04: Occasional Cities, April, 2007.

"Art and Cartography." **International Encyclopedia of Human Geography**. Elsevier Press. 2008.

Editors: Nigel Thrift & Rob Kitchin.

**BBC Worldservice Newshour**. Botanicalls interview with Julian Marshall. January 18, 2007.

**Der Spiegel Online**. Koesch, Sascha. Magdanz, Fee. Stadler, Robert. January 9, 2007.

**National Geographic Online**. "Mobile Games Superimpose Fun on the Real World." Inman, Mason. October 16, 2006.

## EXHIBITIONS & CONFERENCES

### **Dutch Electronic Arts Festival, April, 2007**

Presenter: *You Are Not Here: A Walking Tour of Baghdad through the Streets of New York* and *You Are Not Here: A Walking Tour of Gaza through the Streets of Tel-Aviv*

### **O'Reilly's Emerging Telephony Conference, Burlingame, CA, February, 2007**

Presenter: *Botanicalls*

### **ITP Winter Show, Tisch School of the Arts, New York University, December 2006**

*Botanicalls, Urban Sonar, Spooky Action*

### **Come Out and Play Festival, New York, NY, September 2006**

*You Are Not Here, Crossroads, Plundr*

### **Conflux, Festival of Psychogeography, Brooklyn, New York, September 2006**

*Exhibited, led public tour of You Are Not Here: Baghdad in New York*

### **ITP Spring Show, Tisch School of the Arts, New York University, May 2006**

*You Are Not Here: The Game; Q Beta: An audio recordable quilt*

### **ITP Winter Show, Tisch School of the Arts, New York University, December 2005**

*The Looking Box: An alternative storytelling technology that uses a wireless video camera to explore a closed space*

### **European Honors Exhibition: RISD, Piazza Cenci, Rome, Italy, 1998**

*Thesis installation*

### **Artist-in-Residence Exhibition, Bildwerk Eisch Glass, Frauenau, Germany, 1998**

*Glass spines and skulls*

## ASSOCIATIONS

### **New York City Museum Educators Roundtable, 2003-2005**

*Adult Programming Peer Group Member*