

I create innovative digital / physical experiences that shape social interactions and perceptions of space. I am also an award-winning interaction designer with more than ten years of experience across web, mobile, events and installations.

Experience

Med44, Media Architect & Interaction Designer (Founder)

New York July 2009 - Present

Currently working as consultant focusing on mobile/web UX, digital strategy and interactive installation design for clients, startups, agencies and self-started projects. Recent work includes an E-commerce website for Karl Lagerfeld, an augmented-reality (AR) app for NYC Parks Department, an iPad app for CBS Radio.com, a touchscreen UI for a smart grid startup, mobile strategy for JCrew and cross-channel UX specs for advertising agencies (*All Day Everyday, BBDO*). I also designed and produced interactive installations and video art performances for cultural institutions (*Eyebeam, Lower Manhattan Cultural Council*) and events worldwide (*WiFi-Ile-de-France*). Successfully raised funds on Kickstarter to produce Plant-in City, an installation connecting plants, technology and smartphones that was awarded WIRED's "Kickstarter of the Week" among other kudos. Received US patent 7,549,753 after the Urballoon project was considered an innovation for the display of data in public spaces by the USPTO.

Frog Design, Principal Designer

New York June 2007 - July 2009

Provided research, design, strategic vision, coordination and leadership of interaction design efforts for a new cross-platform WiMax 4G service from a major telecommunications carrier in the US. Developed strategy, mobile UI, and convergent device UI for a regional carrier and a financial service telecommunications client. Lead strategy and design for a social Web application for McKinsey, a leading global consulting firm.

R/GA, Associate Creative Director

New York Sep. 2002 - June 2007

Lead interaction designer and creative for Nike, Nokia and Sunglass Hut online advertising and e-commerce accounts. Responsibilities included creative concepting and experiential interaction design for online (*Nikelab, NikeiD, Nokia Nseries*) and mobile projects, as well as strategy and new business development of multi-channel marketing. Managed team of interaction designers and contributed strategic vision and concepts for successful new business pitches including Target, Verizon, Intel, Avaya, Bank of America, ESPN, LMDC and Levi's.

NYU-TV, Broadcast Designer, Technology Consultant

New York Sep. 2000 - Jul. 2002

Lead designer and animator of New York University's TV broadcast identity. Video and Web technologies consultant.

BG Arquitectura, Architect

Caracas Apr. 1998 - Aug. 2000

Architecture, design, CAD drafting and multimedia presentation production for large commercial and government projects.

Selected Awards

US Patent No. 7,549,753. - System and method for selectively displaying data	USA 2009
Mobile Marketing Association – Best Use of Mobile Marketing for Product/Services Launch (<i>Nseries</i>)	USA 2006
Gold Cyber Lion - Cannes Lions International Advertising (<i>nikelab.com</i>)	France 2003
Golden Nica - Net Vision at Ars Electronica Prix 2003 (<i>Node Runner</i>)	Austria 2003

Education

Interactive Telecommunications Program, New York University, New York

Sep. 2000 - May 2002

M.P.S. in Interactive Telecommunications

School of Architecture, Central University of Venezuela, Caracas

Feb. 1993 - Jul. 1998

B.A. in Architecture - Honors for thesis project *Museum of The Moving Image of Caracas*

Skills

- Creative, self-disciplined and entrepreneurial designer of award-winning works
- Comfortable dealing with teams and clients alike
- Strategic thinker able to connect business goals with good design and execution
- Fluent in english and spanish with working knowledge of french
- Expert in Adobe CS, inDesign, After Effects, Final Cut Pro and rapid prototyping. Able to work with HTML5, Arduino, Max/MSP Jitter, Sketchup, Lightwave, AutoCAD, OmniGraffle, Processing and physical computing.