

Carlos J. Gómez de Llarena
Media Architect +
Interaction Designer

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Media architecture is the design of hybrid digital/physical works that shape social interactions and our perceptions of space.

Experience

Med44, Media Architect & Interaction Designer (Self-employed) New York July 2009 - Present

Currently working as an independent consultant on a project basis with a focus on mobile, web user experience, digital strategy and spatial experience design. Examples include an iPad app for CBS Radio.com, touchscreen UI for a smart grid startup, mobile strategy for J Crew and cross-channel UX guidelines for advertising agencies (BBDO, RAPP). As an artist I have also designed and produced interactive installations and video art performances for a range of cultural institutions (Eyebeam, Lower Manhattan Cultural Council) and events worldwide (WiFi-Ile-de-France). Received US patent 7,549,753 after one of these projects (Urballoon) 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 the McKinsey 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 and mobile projects, as well as strategy and new business development of multi-channel marketing. Managed team of interaction designers, contributed strategic vision and concepts for new business pitches including Target, Verizon, Intel, Avaya, Bank of America, ESPN, LMDC, Levi's, Merck.

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 (Nseries)	USA 2006
Gold Cyber Lion - Cannes Lions International Advertising (nikelab.com)	France 2003
Gold Pencil - One Show Interactive (nikelab.com)	USA 2003
Golden Nica - Net Vision at Ars Electronica Prix 2003 (Node Runner)	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 <i>Museum of The Moving Image of Caracas</i>	

Selected Exhibitions & Performances

Conflux Festival 2010, Tompkins Square Park (Urban Speaker)	New York Oct. 2010
Re:Construction, Lower Manhattan Cultural Council (Fulton Fence)	New York Nov. 2007
IX Salón Jóvenes con FIA, Centro Cultural Corp Banca (Teleabsence)	Caracas Jun. 2006
Spectropolis, City Hall Park & Brooklyn Museum of Art (Urballoon)	New York Oct. 2004
WiFi-Ile-De-France (Node Runner)	Paris Jul. 2004
Future Cinema, Zentrum für Kunst und Medientechnologie	Karlsruhe Nov. 2002 - Mar. 2003
ResFest 98 International Digital Film Festival	London, LA, SF, NY Aug. - Oct. 1998