

Carlos J. Gómez de Llarena
Media Architect

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Media architecture is the design of digital media that shapes social interaction and our perceptions of space.

Experience

R/GA Associate Creative Director **New York Sep. 2002 - Present**

Lead interaction designer and architect for Nike and Nokia advertising accounts. Responsibilities include creative conceiving and experiential interaction design for online and mobile projects, strategy and new business development of multi-channel marketing. Managed team of interaction designers, contributed digital strategy and creative concepts for new business engagements including Target, Verizon, Intel, Avaya, Bank of America, ESPN, LMDC, Levi's, Merck.

Med44 Media Architect **New York Oct. 2002 - Present**

Developed urban media space installation Urballoon (patent pending) for the city of New York and Verizon. Produced interactive installations and video art performances for events.

NYU-TV Broadcast Designer, Technology Consultant **New York Sep. 2000 - Jul. 2002**

Lead designer and animator of broadcast identity. Video and web technologies consultancy.

BG Arquitectura Architect **Caracas Apr. 1998 - Aug. 2000**

Architecture, design, CAD drafting and multimedia presentation production.

Selected Awards

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**

Eyebeam Atelier Artist-In-Residence (Urballoon) **USA Oct. 2002 - Feb. 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"

Selected Exhibitions & Performances

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**

III Pirelli Young Artists' Salon, Museo de Arte Contemporáneo **Caracas Oct. 1997-Jan. 1998**