

J. DEREK LOMAS

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CURRICULUM VITAE

YALE UNIVERSITY, NEW HAVEN, CT

B.A. COGNITIVE SCIENCE, MAY 2003

Multi-disciplinary coursework centered on skill learning, Human-Computer-Interactions (HCI), and music cognition. Senior Research was focused on Cognitive Ergonomics and the relationship of social cognition to methodologies of Computer-Human-Interface Design.

UNIVERSITY OF CALIFORNIA SAN DIEGO, LA JOLLA, CA

MASTER OF FINE ARTS, EXPECTED JUNE 2007

Graduate researcher in Cal (IT)², the California Institute of Technology and Telecommunications, Advisors include Natalie Jeremijenko, Lev Manovich, Sheldon Brown, Brian Goldfarb, and Jim Hollan.

CURRENT PROJECTS

“SOCIAL MEMORY COLUMNS” FOR ISEA 2006

This comparative ethnographic research project presents a method for the documentation and representation of collective memory. First performed at Yale University (2002) and UCSD (2005), for ISEA 2006, I am deploying 4 identical 7'x2'x2' white columns into 4 different neighborhoods in San Jose. Each column has been seeded with identical configurations of small color images collected from Myspace, Newspapers, and Scientific Publications (with 90% of the space on the column left blank). Identical handwritten commentary is also seeded throughout each column using one of the many attached permanent markers, creating a strong overall affordance for passersby to engage in 'graffiti.' Having been exposed to pedestrian writing over 2 days, the columns will be exhibited together, thus offering a unique aesthetic comparison of psychogeographies.

ETHNOGRAPHIC DATAMINING OF MYSPACE.COM

Managed the design and development of a data-mining engine for parsing relevant social information from Myspace.com, the largest online social network. Primary research questions include the visualization of shifting topologies of social attention, the reciprocal exchange of digital media 'gifts', and the dynamics of viral media distribution. Artistically, this project seeks to create alternative visualizations representing the shifting form of the collective consciousness embodied on Myspace.

PARTY STUDIES

Using multiple techniques for observation (multi-camera aerial filming, real-time social network articulation, computer vision analysis, and hand video coding) we attempt to study the cultural ethology of mass socialization events (parties). Primary research questions include an investigation into the effects of architectural elements on the spontaneous assembly of people, an analysis of social body posturing, and finding effective methods for tracking reciprocal patterns of social attention.

TRANSPARENT CITY

The "Transparent City" is an experimental prototype surveillance interface, capable of representing a city modeled in 3-dimensions using only the positions of small orbs, representing individual mobile phones. The purpose of this interface is two-fold: 1. To raise awareness of impending government capabilities 2. To explore the form of the human species at a macro-level

WORK EXPERIENCE

GRADUATE TEACHING ASSISTANT, UC SAN DIEGO

October 2005-Present

Taught undergraduate UCSD students "Modern Sound Design," "Electronics for the Arts," "Non-Western Art" and "History of Art and Technology". Classes required an enthusiastic emphasis of both aesthetic and technical understandings.

FINDAWAY INC, CHAGRIN FALLS, OH

Product Development Specialist. April 2005-October 2005..

Findaway Inc. produces cutting edge digital media products with a philosophy for radical usability. First employee hired beyond founding partners to manage final visual and audio design specifications. My role involved usability design, graphic design, and marketing strategy. Mentored by CEO.

SCAPE NETWORKS INC, SAN DIEGO + NEW YORK CITY

Project Manager, Interface Designer. June 2002 – January 2006

The Socially-Connected Academic Peer Exchange (SCAPE) is a social networking application designed to augment the exchange of academic digital media. I acted as project manager (3 programmers, 2 designers), interface designer, and marketing manager. Performed software testing, documentation, multiple usability tests, user scenarios, and managed user feedback from beta communities at Yale, Cornell, and UCSD. Successfully marketed, designed and developed custom social network for Teach For America (2005-current).

SACHS INSIGHTS, NEW YORK CITY

Usability testing. March 2004.

During one month project, I performed human data collection, research, and developed design recommendations for website usability study.

UNIVERSAL MUSIC GROUP, NEW YORK CITY

Assistant to Vice President. August 2003 – May 2004

I assisted UMG S.VP David Benjamin with research into major issues within the rapidly changing youth market for music, particularly with regards to techno-social cultural practices. Roles included critical analysis, writing, editing, graphic design and public presentation.

YALESTATION.ORG, NEW HAVEN, CT

Internship: Usability Design. January 2003 – May 2003,

YaleStation is the most popular student information portal at Yale University. During my internship, I performed usability assessments and developed design recommendations through student interviews, site comparisons, and the development of user scenarios.

THE BACKPACK PROJECT, NEW HAVEN, CT

Art Gallery Coordinator for Citywide Art Project. April - September 2002

I organized a critically acclaimed community art project involving nearly 200 artists. I acquired resources and funds, managed staff, wrote PR news briefs, promoted the project throughout NYC + CT, and managed the gallery opening. In addition, I aided project, gallery, and website design.

CWRU NEUROSCIENCES, CLEVELAND, OH

Laboratory Assistant. Summer 2001

Studied deficient serotonin systems of PET-1 knockout mice using cryogenic slicing and histological techniques.

ADDITIONAL INFORMATION

ACTIVITIES

GRADUATE CO-CHAIR OF THE UCSD GRADUATE STUDENT EXPERIENCE COMMITTEE
GRADUATE REPRESENTATIVE ON UCSD MESSAGING AND BRANDING COMMITTEE
ORGANIZER OF "ART-SCIENCE SYMPOSIUM" SERIES AT UCSD
MEMBER OF USABILITY PROFESSIONALS ASSOCIATION
MEMBER OF INFORMATION SOCIETY PROJECT AT YALE LAW SCHOOL

WRITING CREDITS

YALE GLOBALIST, YALE SCIENTIFIC, JOURNAL OF AMERICAN CONTEMPORARY CULTURE,
YALE HERALD, YALE DAILY NEWS

CONFERENCES

O'REILLY EMERGING TECHNOLOGY CONFERENCE 2004. BLOGGERCON 2004,
ACCELERATING CHANGE 2004, THE BUILDING OF BASECAMP 2004

PANELIST

'OPEN SOURCE AND ALTERNATIVE DISTRIBUTION NETWORKS', INNOVATION SUMMIT, 2003
'STREAMING MEDIA POSSIBILITIES', NYU CENTER FOR ADVANCED TECHNOLOGY, 2003

AWARDS

Y50K YALE ENTREPRENEURSHIP BUSINESS PLAN COMPETITION: 2005 FIRST PRIZE
WINNER "SCAPE NETWORKS"
Y2K BUSINESS PLAN COMPETITION: 2002 "THE BETTER MIND"; 2003 "AVED SYSTEMS";
2003 "D-SWAP"

SKILLS

EFFECTIVE WRITER AND TYPIST (85 WPM), GRAPHIC DESIGN (PHOTOSHOP,
ILLUSTRATOR, INDESIGN), OFFICE SOFTWARE (WORD, EXCEL, POWERPOINT,
KEYNOTE), PROJECT MANAGEMENT, SOUND DESIGN, WEB DESIGN
(DREAMWEAVER, GOLIVE, HTML)



California Institute for Telecommunications
and Information Technology
A UCSD/UCI PARTNERSHIP

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