

MAZIAR GHADERI

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Profile

Multimedia production: graphic design, motion graphics, videography, sound design, editing, illustration, infographics, slide decks, photography, live streaming. Creative direction, cross-platform integrated marketing, account & project management & conceptual prototyping.

Work Experience

SESSIONAL INSTRUCTOR, OCADU (DIGITAL FUTURES), Toronto, ON, 2015-present

- Guiding the conceptual development & market positioning of students' projects
- Portfolio assessment, curriculum development

MULTIMEDIA DESIGNER, ISOMERS SKINCARE LABORATORIES, Toronto, ON, 2015-present

- Creative direction & horizon scanning
- Web & TV sales support: graphic design, animation, video, interactive experiences
- Brand management, digital engagement strategy & marketing

GRADUATE RESEARCH ASSISTANTSHIPS, OCADU, Toronto, ON, 2012-2014

- Design research: rapid prototypes, wireframes, mock-ups, user testing, storyboards
- Public Dissemination: demos, talks, storytelling & documentation through videos & motion graphics
- Project management: coordination of design teams, task/time prioritization, quality control, client relations

AmbiViz – The design of ambient visualizations in buildings to affect energy consumption behaviour

Brazil Visual Analytics – The development of mobile digital solutions to support collaborative workflow in long-term healthcare facilities in rural Brazil ([link](#))

TVO Collateral Design – Project management & art direction of branded collateral ([link](#))

CBC Holodeck – Immersive interactive installation that allows serendipitous viewing of 24 years of CBC news via gesture-recognition control ([link](#))

FemTechNet – Media production (filming, editing, captioning) for the FemTechNet online course curriculum ([link](#))

DIGITAL ENGAGEMENT & MEDIA TECHNICIAN, BC PATIENT SAFETY QUALITY COUNCIL, Vancouver, BC, 2011-2012

- Web & print marketing material: graphic design, newsletters (Mailchimp) copywriting
- Concept development of promotional material (animated shorts, videos) for *Clinical Care Management* initiative
- Filmed, directed & produced *National Surgical Quality Improvement Program (NSQIP)* promotional video & several others

COMMUNICATIONS MANAGER, URBAN INK PRODUCTIONS, Vancouver, BC, 2011-2012

- Digital engagement strategy (content creation, brand management, social media & SEO strategy)
- Fundraising: event curation & management

EDITORIAL COLUMNIST, SHAHRVAND BC, Vancouver, BC, 2011-2013

- Weekly editorial production of original content for my own dedicated arts column
- Coverage & review of local festivals, theatre productions & concerts
- Journalistic research, interviewing, fact-checking

Education

ONTARIO COLLEGE OF ART + DESIGN, Toronto, ON – MASTERS IN DESIGN, 2014

Computational arts, mobile technology, data visualization, UX design, concept development, strategic business foresight & innovation

SIMON FRASER UNIVERSITY, Vancouver, BC – BACHELOR IN COMMUNICATIONS, 2011

Mythology, communication studies, publishing, creative writing, linguistics, Latin American history

MCGILL UNIVERSITY, Montreal, QC – CERTIFICATE IN MANAGEMENT, 2006

Organizational policy, business communication, economic theory, social business development, business statistics

BCIT, Vancouver, BC – DIPLOMA IN SALES & MARKETING MANAGEMENT, 2003

Account management, financial analysis, sales management & negotiation, market research

Exhibitions & Talks

Sumuhan Art Centre, WORKSHOP, Istanbul, 2014

Led a workshop with artists to rehearsal the "Havah" project

Al-Quoz Festival, PERFORMANCE, Dubai, 2014

Screening of my interactive dance performance "Dissolving Self" ([link to trailer](#))

International Symposium on Electronic Art, TALK & PERFORMANCE, Dubai, 2014

Gave an artist talk & screened my interactive dance performance "Dissolving Self" ([link to Creator's Project feature](#))

Intersections14, TALK & PERFORMANCE, Toronto, 2014

Gave an artist talk & premiered my interactive storytelling performance "Havabazi Avesta" for the Ryerson/York graduate symposium ([link to trailer](#))

eLeo, EXHIBITION, Toronto, 2013

Displayed my custom gesture-recognition interactive DJ system, "Havabazi Tuno" ([link to trailer](#))

Augmented Film Festival, SHORT FILM SCREENING, Toronto, 2013

Screened my short film, "The Life of Leonard" ([link to film](#))

SIGGRAPH, TALK, Anaheim, 2013

Presented my thesis research in a 1-hour talk entitled: "Augmenting Performance Art with Interactive Technology" ([link to slide deck](#))

Interaction13, TALK, Toronto, 2013

Presented my conceptual wearable technology project, *onemile* to 700 attendees ([link to promo](#))

Toronto Wearables Meetup, TALK & SCREENING, Toronto, 2013

Presented my research, "Playformance" & other wearable technology research projects ([link to promo](#))

Mesh, DEMO DISPLAY, Toronto, 2013

OCADU Digital Futures student showcase ([link to conference site](#))

Ontario Centre of Excellence, DEMO DISPLAY, Toronto, 2013

OCADU Digital Futures student showcase ([link to conference site](#))

Notable Projects

Mirada: Holographic Fire, CREATIVE DIRECTOR, October 2015

Interactive, holographic installation at the Hilton Toronto for Nuit Blanche ([link to promo](#))

Mexe: Capoeira x Wearable Technology, CREATIVE DIRECTOR, August 2015

Conceptual development & direction of a series of live performances featuring stereoscopic sound & live sensory input ([link to Globe & Mail article](#))

Faster Than Night, LIVE VJ & MEDIA PRODUCER, May 2014

Production & cueing of dynamic visual assets for the blending live theatre, real-time 3D animation & social media interaction ([link to video on the Space Network](#))

2013 Luminato Festival, ON-SITE TECHNICIAN & MEDIA PRODUCER, 2013

Production the video & audio materials of the MAI Prototype under the direction of international performative artist, *Marina Abramovic*, ([link to promo](#))

Dissolving Self: Wearable Technology + Contemporary Dance, CREATIVE DIRECTOR, 2013-2014

Live dance performance that employs wearable technology to amplify real-time movement for a new media festival in Dubai. This was also featured in a Microsoft documentary on the Maker Movement ([link to article on wearable tech blog, Fashioning Tech](#))

Iranic Art Series, ART COLUMNIST, 2010-present

A series of editorials & interviews with contemporary Iranian media artists based in Iran ([link to articles](#))

Published Design Articles

SIGGRAPH 2014, ABSTRACT & POSTER (pending)

"Playformance: The virtual amplification of spontaneous hand gestures as an outlet for creative articulation in performance art" ([link to paper](#))

CSCW 2014, JOURNAL ARTICLE

"Designing Portable Solutions to Support Collaborative Workflow in Long-Term Care: a Five Point Strategy" ([link pending](#))

CHI 2014, EXTENDED ABSTRACT

"Visualization of Residents in Long-Term Care Centres through Mobile Natural User Interfaces (NUI)" ([link to paper](#))

Community Engagement & Philanthropy

CREATIVE DIRECTOR, Nuit Blanche, October 2016

Outdoor, participatory community art project with the Syrian refugee community

COMMUNICATIONS CONSULTANT, Community Arts Council of Vancouver, 2011-2012

Communication, social media optimization & community outreach support

MARKETING/DESIGN COORDINATOR, Fair Trade Vancouver, 2011

Coordinated the marketing strategy for the *Fair Trade Pavilion* during the 2011 *EPIC* Trade Show

WORKSHOP FACILITATOR, Marpole Community Centre, 2010

Organized Nintendo Wii workshops to promote & inform the elderly community of the importance of staying active both mentally & physically

Language

| | Speaking | Listening | Reading | Writing |
|------------------------|----------|-----------|---------|---------|
| English | ••• | ••• | ••• | ••• |
| Portuguese (Brazilian) | •• | ••• | •• | • |
| Spanish | • | •• | •• | • |
| Persian | • | •• | | |

Technical Skills & Awards

- Premiere Pro & FCPX
- Compositing & colour correction
- Multi-cam shooting & post-pipeline
- Sound Production: Audacity / Audition
- After Effects & Cinema 4D
- Tracking (Mocha) / chromakey
- Red Giant Suite
- **Golden Key Honorary Member** – awarded to top 15% in each faculty, undergraduate
- InDesign, Illustrator & Photoshop
- Projection Mapping / Live VJ
- Isadora & Modul8
- Set & lighting design
- Installation design & production
- 55 words per minute
- MS Office / iWork

References

Sara Diamond, *OCADU President* ([link to paper](#))

Marina Abramovic, *international performance artist* ([link to paper](#))

Tom Barker, *OCADU Digital Futures Director* ([available upon request](#))