

# MAZ GHADERI

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## Work Experience

### SESSIONAL INSTRUCTOR, OCADU (DIGITAL FUTURES), Toronto, ON, 2015-2017

- Conceptual development of multimedia projects
- Portfolio assessment, curriculum development

### MULTIMEDIA DESIGNER & MEDIA PRODUCTION MANAGER, 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 & MULTIMEDIA DESIGNER, 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

### InterAccess, WORKSHOP, Toronto, 2016-present - [link to artist talk](#)

A few times a year I lead projection mapping workshops, including media data management and application.

### Ryerson University Changemakers, TALK, Toronto, 2016

### MIT Media Lab, TALK, Boston, 2016 - [link to artist talk](#)

Gave a talk on my artistic practice, *Playformance: The Union of Performance & Tech*

### Shopify DEVTO, TALK, Toronto, 2015 - [link to artist talk](#)

### SummerWorks Performance Art Festival SLIP Program, TALK, Toronto, 2015

### 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

"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"

### 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

## 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
- Golden Key Honorary Member – awarded to top 15% in each faculty, undergraduate
- Projection Mapping / Live VJ
- Set & lighting design
- Installation design & production
- 55 words per minute
- Tracking (Mocha) / chromakey
- Red Giant Suite & Adobe Suit

## 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](#))