

# JR Baldwin

## EDUCATION

**MFA Design & Technology (2012) - with Honors**  
Parsons, The New School for Design, New York, NY

**BA Design & Photography, Film minor (2007)**  
University of Southern California, Los Angeles, CA

## EXPERIENCE

**Interaction/Visual Designer, Developer, Field Analyst**  
**Open Technology Institute, New America Foundation,**  
New York, NY ( 07.2012 - Current )

Working with non-profit think tank OTI and communities in Red Hook (Brooklyn), Detroit, and other cities, to expand my MFA Thesis - "Tidepools," a re-skinnable, collaborative mapping & communication web app, by Integrating Social Media APIs, SMS, & Local Sensor data.

- Designed & Developed new Mobile Tidepools interface, built with Angular.js, Leaflet.js, Node.js, and MongoDB. Launched and used widely at Allied Media Conference 2013, Detroit.
- With Turkish friends, adapted Tidepools SMS and Map tools for use in the Gezi Park protests in Turkey. Actively used for reporting food, shelter, aid, etc. in Istanbul, Izmir, and Ankara.
- Launched "Stop & Frisk" & "Where's the B61 Bus?" mobile apps for Red Hook residents.
- Red Hook Initiative WiFi Mesh network, built alongside "Tidepools" during thesis, lasted through Hurricane Sandy, providing WiFi access & local Apps to residents in the aftermath. Has continued to grow and raise funding, educating local "Digital Stewards" in Networking. Has become a sustainable communication platform for Red Hook residents.
- Launched "Status" SMS Text to Tidepools Map reporting tool days after Hurricane Sandy, for residents to report damage & needs. Continued use by Digital Stewards.
- Created style guides, layouts, graphics for OTI projects.

**Interaction/Visual Designer, Developer**  
**Tidepools & Red Hook WiFi,** New York, NY  
( 03.2011 - 06.2012 )

Parsons MFA Thesis: Researched social incentives of sustainable community WiFi networks around the

## CONTACT

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world, through interviews, surveys, and analysis. Worked with Red Hook Initiative, which serves the Red Hook Housing Projects in Brooklyn, to build WiFi mesh network and engage in a collaborative design process with residents to articulate community needs. Designed and developed "Tidepools," a re-skinnable mapping web app that emerged from the process, to address local communication, social issues, and cultural vibes of the neighborhood.

**Interaction Designer, Developer**  
**The People's Skype,** New York, NY ( 09.2011 - 12.2011 )

A phone-powered, distributed voice and voting system, that enhances a speaker's words throughout the crowd, while allowing listeners to vote on issues through keypad dialing. Usable on all smart & conventional phones. Developed after studying People's Mic (human speakerphone) issues with large Occupy gatherings.

- Used in Occupy movements around the US.
- Adapted for other uses in Jamaica, Nigeria, and South Korea.

**Mobile Game & Graphic Designer**  
**Mobility Shifts: International Future of Learning Summit,** New York, NY, ( 06.2011 - 10.2011 )

Designed assets & narrative, collaborated remotely with student developers at Carnegie Mellon to create "Mobility Ops" SMS and Camera Spy Game to attendees

**Research Assistant**  
**Parsons, the New School for Design,** New York, NY  
( 06.2011 - 12.2011 )

Research / Digital Archiving of art, design, & tech strategies for promoting speech, discussion and dissent. Helped coordinate class projects and build class websites. Led critiques of student projects.

**Filmmaker, Production Designer**  
**CERN - Large Hadron Collider,**  
Geneva, Switzerland ( 05.2010 - 12.2010 )

Wrote, directed and filmed a quantum physics and

particle collision educational music video for CERN physicists. Storyboarded, converted live action musicians into rotoscoped animated characters, built digital sets, color graded, and edited video to completion.

- Worked back and forth with physicists to ensure quantum events and collisions were portrayed accurately.
- Developed new animation technique using After Effects & Mocha motion tracking to create desired aesthetic – covered on official After Effects & Mocha blogs.

### **Art Director, Print / Interactive Designer**

**A&E Television Networks**, New York, NY ( 01.2010 - 07.2010 )

Led and worked with team of graphic & web designers, in digital and print campaigns for History, A&E, and other affiliate TV channels. Sketched, composited, and developed websites, promo books, packaging, keyart, and billboard campaigns.

### **Technologist, Graphic Designer**

**Los Angeles Center for Digital Art** ( 04.2009-01.2010 )

Assistance with LACDA show curation. Computer, network and technological consultant. Developed print & web assets for art openings.

### **Interactive Packaging Designer (Freelance)**

**DV8 / D'Andrea Graphics**, Los Angeles, CA ( 08.2009-12.2009 )

Designed novel approaches to storytelling through electronic hardware interactions and packaging graphics, for Paramount and Sony movie releases (Avatar, Transformers, G.I. Joe, etc.).

### **Graphic Designer (Freelance)**

**SpaceX**, Los Angeles, CA (01.2009-02.2009)

Print campaign concepts for Space Exploration Technologies' (SpaceX) Falcon 9 Space Shuttle to the International Space Station.

### **Art Director / Graphic Designer**

**Creative Circle**, Los Angeles, CA ( 01.2009 - 01.2010 )

Keyart graphics, special packaging and print advertisements for Sony, Paramount, Tour de France, and various organizations.

### **Graphic Designer**

**BLT & Associates**, Los Angeles, CA (01.2008-01.2009)

Conceptual design, photography, and execution of keyart movie posters, special packaging, and print/web advertisement campaigns for clients such as Paramount, EA, Disney, and Warner Brothers (The Dark Knight, Transformers, Gears of War, Ugly Betty, Iron Man, Samantha Who, Tropic Thunder, etc.).

### **Junior Graphic Designer**

**Q Design Industries**, Los Angeles, CA (05.2006 - 10.2007)

Designing and building Point of Purchase in-store advertising displays and graphic design for clients such as Paramount, Newline, Sony, and Quicksilver.

### **Art Director (Independent Films)**

**Hollywood's Heart & The Blue Hour**, Los Angeles, CA ( 11.2004 - 04.2005 )

Worked alongside Production Designer and led Art Department PAs. Approved all film shots. Sketched set designs based off scripts, and transformed fifteen locations into conceptualized sets with props and original set pieces.

### **Design Intern**

**Korobkin + Associates**, Anaheim, CA ( 06.2002 - 08.2003 )

Redesigned company logo, worked in production/printing while assisting with design concepts and execution for brands such as Lexus, Disney, and Behr.

## **PRESENTATIONS & PANELS**

(2013): FEMA Innovation Team, Think Tank Panel,  
**The White House, Washington, DC**

“Civic Technology” Panel, Digital Media and Learning Conference, Chicago, IL

(2012): “Public Networks for Public Safety,”  
**Berkman Center, Harvard University, MA**

Eyebeam Art + Technology Center, Demo Day, New York, NY

(2011): “Beyond the Internet,” Innovative Tech Panel  
**Rutgers University, NJ**

Hacknight, Creative Tech Summit  
Malmö, Sweden

## AWARDS

[2013]: **FEMA Innovation Team – Certificate of Appreciation.**

For introducing novel approaches to disaster recovery, through Red Hook WiFi & Tidepools case studies, and collaboration with FEMA Innovation Team members after Hurricane Sandy.

[2012]: **Kölner International Design Prize – 1st Place, (Cologne, Germany).**

Tidepools & Red Hook WiFi Thesis project selected by Parsons to compete against design school master's thesis projects from around the world. Won based on quality of research & development of thesis.

[2011]: **Waag Society, "BestSceneInTown" International Mobile Design Competition – 1st Place Team**

Collaborated with International Team of students to develop locative media & card collection game for PICNIC Festival in Amsterdam, Netherlands. Won 1st place against 6 other design teams.

**Parsons , William Randolph Hearst Award, for Socially Responsible Design** - One of five selected amongst hundreds of student applicants for funding into initial research for my Master's thesis.

[2009]: **CERN, Large Hadron Collider – 2nd Place Proton Award** - Competed with other

filmmakers from around the world to win an internship at the LHC. Invited to CERN and eventually made a funded music video with LHC physicists.

### **Hollywood Reporter Key Art Award**

Highest award in movie poster design industry, for my work on the "Iron Man" print campaign. Curated by jury, voted best by industry designers and producers.

## PUBLISHED IN

[2013]: **Wireless Networking in the Developing World, 3rd Edition Book** - Case Study: Red Hook WiFi & Tidepools.

[2012]: **Berkman Center for Internet & Society, Harvard University, Briefing Document –** Analysis of community oriented design research.

**Limn, Ethnography Journal, Issue 2** - Twitter Analysis & Infographics "Needs of the Occupiers."

**The Awl (Culture Blog)** – Occupy analysis cross-publication.

## FEATURED IN

### **"Tidepools" & "Red Hook WiFi"**

[2013]: United Nations report, FEMA Innovation Team reports, Vice.com, DNAInfo.

[2012]: RAI Italian TV Documentary, Forbes.com, Core 77, TechPresident, ANIMAL, Köln International School of Design (Exhibit), DNAinfo News, OpenPlans, Shareable.

### **"The People's Skype"**

[2011]: FastCompany.com, Mashable, Wired.com, Laughing Squid, Cryptome, AdBusters.com, Venture Beat, The Next Web.

### **Other Projects**

[2012]: Huffington Post, Visual.ly.

[2011]: Wonkette, Forbes.ru, #searchunderoccupy (Exhibit, The New School, NYC).

[2010]: NPR.org, Wired.com, Kotaku, Gawker TV, The Daily What, Brooklyn Bugle, "Tetricide" art show (Pehrspace, LA).

[2009]: Boing Boing, Laughing Squid, Gawker Artists, Cadillac Art Exhibit (LA), AvantGarde Magazine, Downtown Film Festival (LA), "Clouds and Clarity" Exhibit (UCLA).

[2007]: Photo Book "Consensus" purchased by Leavey Library Permanent Collection, University of Southern California.

## VARIOUS SKILLS

### **Languages**

English (Fluent)  
Swedish  
(Conversational)

### **Digital Graphics & Motion**

Photoshop  
Illustrator  
InDesign  
After Effects / Mocha  
Final Cut Pro  
Cinema 4D  
Omnigraffle

### **Programming**

Javascript  
Angular.js  
jQuery  
Node.js  
HTML 5 / CSS 3

MongoDB / CouchDB  
PHP

OSX, Linux, Windows  
Processing  
Github / Git  
Raspberry Pi

### **Non-Digital**

Social & Game Mechanics  
Wireframing / Prototyping / User Testing  
UX / UI Interaction  
Photography  
Drawing / Painting  
Creative Writing  
Gourmet & Experimental Cooking