

Jeff Goldenson

Media Arts + Design

Jeff Goldenson
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Portfolio Available:
www.buildingways.com

Education

MIT Media Laboratory, Masters in Media Arts and Sciences | 09/05 - 10/07

Research Assistant, Speech + Mobility Group, Chris Schmandt, Principal Investigator
Thesis: Beat Browser, see www.buildingways.com

Beat Browser is a software music player delivering immediate audio feedback for a more fluid browsing experience
Imagine every song in your library playing silently. Mousing over album covers “awakens” them like surfing a radio dial
Beat Browser led to continued collaboration with Media Lab sponsors Motorola, Inc. and Hallmark Cards, Inc.

Princeton University, Bachelor of Arts, School of Architecture and Urban Planning | 09/95 - 09/99

Thesis: R. Buckminster Fuller and Systems Thinking

Skills

Designing fun, fluid and compelling digital experiences
Working with co-workers and clients to architect, develop, test new products
Producing communication assets across media: from video, to text, to live presentation
InDesign, Photoshop, Illustrator, Premier, Rhino (3D modeler), hand-coded, standards-based web design

Experience

EdLab, Teachers College, Columbia University, New York, New York | 6/09 - Current

Artist-in-Residence, part of a unique laboratory studying the future of libraries and education
Awarded this position based on a web-based library application, think Google Street View, for browsing library stacks
Video best communicates this project: www.buildingways.com/edlab.html
Photographing, image stitching, image serving - every side of this project I'm taking on - it's lots of fun

vSpace, Arlington, MA | 11/07 - Current (hibernation)

Co-Founded this audio design and telephony start-up with Bill Gardner, Ph.D., a reader from my Masters' committee
Analyzed the telecommunications market, defined a unique feature set in this context, co-developed a business model
Drafted marketing materials, managed the graphic identity, created the look and feel of the product and company
Cultivated a community of advisors, consultants and contacts to build energy and momentum around vSpace

American Apparel, New York, New York | 03/03 - 11/04

Assisted CEO Dov Charney and the architect in the design phase of AA's flagship store, 712 Broadway, NYC
Project Managed the construction and assembled our network of contractors and service providers
Opened six more stores as American Apparel's facilities manager for the New York region

Buildingways, Trenton, New Jersey | 07/02 - 11/02

Formed a limited liability corporation to perform housing speculation and renovation
Hands-on project managed all aspects of the renovation and ultimate sale

Polshek Partnership Architects, New York, New York | 06/01 - 07/02

Produced proposals and competition entries: responsible for copywriting and editing, photo editing and layout design
Assembled materials and interviews for the now published firm monograph

Volunteer Projects

Usoforal, Senegal and Guinea-Bissau, West Africa | 08/07 - Current

My wife Natalie and I work with this grassroots West African dancing, drumming and life-skills non-profit
We've made two trips to West Africa to live with, and befriend, the founder Sadio Diatta and the hundreds she touches
We've put together a clothing drive and I'm producing video and content for their website

Storefront for Art and Architecture, New York, New York | 05/01 - 07/02

Installed shows, edited materials, folded newsletters at this unique non-profit venue
Collaborated with artists and designers in exhibit design, developing curatorial content and just plain learning and thinking
Learned an *enormous* amount about art, design and creativity while working as a part of this vibrant community
I can't overstate the impact of Storefront, it was eye-opening