

## PERSONAL DATA

<b>Name</b>	Elisa Lee
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<b>Websites</b>	elisalee.net / gpscreate.com
<b>Languages</b>	English – native speaker / Spanish - fluent
<b>Interests</b>	The creation of engaging interactive audio-visual installations which promote social interaction.
<b>References</b>	On request

## EDUCATION

1992-1996: **Bachelor of Visual Communications (1st Class Honours)**

University of Technology, Sydney, Australia

1987-1992: **Higher School Certificate (TER: 98.05 -UAI equivalent)**

North Sydney Girls High School, Sydney, Australia

## EXPERIENCE

2016: **State Library of NSW, DX Lab**

(Fellow) Winner of the inaugural DX Lab Fellowship. The project proposed and developed, *Unstacked*, was a real-time visualisation of materials people are accessing from the library's collection - a completely new way to access the Library's collection that is curated by the people that are using the Library catalogues.

2015 : **South West Media**

(Freelance) Creative direction of a data visualisation of Seven West Media's activity across their various media channels. The project visualised the previous day's nationwide activity using time and location and was projection mapped onto a 3 metre wide screen.

2015 : H&M for **Rizer**

(Freelance) Concept development, design and production of a Karaoke booth to promote the opening of fashion retailer H&M's flagship store in Sydney. Participants entered the "Karaoke Hut" to record a segment of the campaign song. Their video was then pushed to an external display and integrated, almost in real-time, with videos of other participants to form a video clip of the entire song. The huts were installed in Pitt St Mall, Bondi Beach and Circular Quay.

2014 – 2015 : **University of Technology Sydney Library**

Co Artist-in-Residence tasked with interpreting the Library's underground storage and retrieval system. Outputs included a real-time and historical data visualisation of how the system is used and a whimsical audio piece which asks "What do the library objects talk about to each other in our absence?"

2014 : **Holly**

(Freelance) Designer for the Australian War Memorial First World War Galleries Redevelopment. Tasks included: Interface design for "Read All About It", a touch screen interactive allowing visitors to browse the newspapers of the day from 100 years ago; synthesis of geographic, historical and statistical information to create clear and informative maps and timelines for dioramas and a large multi-user Gallipoli Aerials Touch Wall.

**2013+ : Mcreate for MEC**

(Freelance) Creative director / designer. Projects include; Creative direction, design and animation of smart versioned dynamic banners for Dynamo; executive presentations for Bridgestone, Optic White Colgate campaign (Cannes Lions entry) and Lion Nathan.

**2005+ : PLAY Communication**

(Freelance) Creative Director / Art director / designer. Projects include; Art direction, motion graphics and design for the Adobe Symposium (2015) and Lenovo conference (2014); Concept and development of a multi-user interactive table to view profiles of nominees for the Optus Business Awards (2011) and the Ernst & Young Entrepreneur of the Year Awards (2008); Game structure and logistics for a location based game involving 300 employees of the law firm, Gadens (2006); Concept and development of a GPS drawing workshop for the Sydney design festival, Sydney Esquisse (2006).

**2005 – 2007: The University of Technology, Sydney**

Research and development of a 3D editor for the visualisation of GPS paths. Realised in conjunction with Adam Hinshaw for the Centre of Digital Design (2007).

2004+: (Freelance) Art director / designer for Sydney based companies including; **Euro RSCG 4D, Y&R, Forest Events, Wasabi Digital, Ascender, YU.**

**2004 +: Jack Morton**

(Freelance) Creative director, designer and producer. Projects include the concept and development of interactive, site specific installations for the Royal Naval House, SONY and Optus and the concept, design and production of motion graphic pieces and websites. Of particular note are two permanent interactive installations for the Royal Naval House (2012), art direction and creation of digital interactive content for a SONY Cyber-shot Brand Experience Party (2007) and creative direction of an inter-state experiential marketing installation for SONY HD Handycams which was a finalist in the 2007 Australian Marketing Institute Awards for Marketing Excellence (2007).

**2001 – 2004: SONO – Euphon Group (BCN, Spain)**

(Freelance) Designer and assistant to the creative director. Projects include;

Jan 2004: **The Spanish Pavilion, International Fair, Aichi, Japan, 2005**

Role: Proposal development designer.

Jun 2003: **GO – Seat (largest conference held in Spain at the time)**

Roles: Concept development, design of the print and interactive video presentation package, management of the presentational video production, coordination with the German production team and presentation of the package to the international team in English and Spanish.

Mar – Jun 2001: **The Magic of the Games. Olympic Museum, Lausanne, Switzerland.** 13 min audio visual show utilising multiple screens and light objects.

Roles: Design of light objects, post-production of panoramic video sequences, programming of light sequences, graphic design and supervision of installation.

**2000 – 2004: areag barcelona (BCN, Spain)**

Co-founder, art direction, production management and design in a multi-disciplinary award winning new media studio working in the areas of design, technology and music. Projects include: Autostadt, Musical Rain, World Wall Painters...

Feb 2003: **STEIM (AMS, Holland)**

1 week residency collaborating with the artist, GP Cribaro on his digital opera.

1999 – 2000: **Urano Films (BCN, Spain)**

Roles: Art Direction, design, programming, team training, in the set-up and development phase of the Internet portal television channel based on cyber culture, Terra TVgum.

1997 – 1999: **Rhythm Media**

Art director, designer.

## **TEACHING EXPERIENCE (Recent)**

2005 +: **The University of Technology, Sydney (Australia)**

*In 2011 Elisa initiated a relationship (ongoing) between UTS and Google, Sydney which is now in its 7th year.*

2014 + : Tutor for the 2nd year subject “**Visualising Experience**”.

2011+: Tutor for the 3rd / 4th year subject “**The Google Project**”. Representatives from Google, Sydney act as the client with students responding to briefs such as “Humanising Search” and “The Future of Sharing”. This subject is now run as a 3 week intensive with selected students.

2008 – 2010: Co-creation and delivery with Bert Bongers of a 4 hr workshop, “**Interactivation**”, which allowed students to manipulate video content through external environmental sensors. Tutor for the 3rd year subject “**Design Practice**” in the area of Media Convergence.

2008–2009: Tutor for the 3rd year elective, “**VC Special Project with Telstra**”. Students responded to a brief set by Telstra by presenting original concepts professionally on topics such as Social Networking and QR Codes.

2007: Creation and delivery of a 3 hr visual expression workshop, “**Exquisite Corpse**” for 4th year students. Two student group works were Undergraduate Winners in the <Meme-fest.org> festival and published in *Demonstrating Relevance: Response-ability*, Meme-fest, 2010.

2005 – 2008: Course development and tutor for the 2nd year subject, “**Schema and Non-linear Narrative**”. The primary objective of this course was for students to be able to conceptualise and visually represent a proposal for a semi-permanent interactive audio-visual installation situated in a public space.

2007: Course development and tutor for the 3rd year elective, “**Location Based Gaming**”.

*All courses are within the Faculty of Visual Communications.*

2002 - 2004: **European Institute of Design (BCN, Spain)**

Coordination of a three-year Digital Design degree, design and coordination of a further education course specialising in web design, and the development and implementation of workshops based on collaborative design.

2000: **Artimaña (BCN, Spain)**

Design and delivery of a three month Multimedia and Internet professional development course for the company’s graphic design team.

## CONFERENCES / TALKS (selected)

2017: **“Unstacked: Revealing the Hidden Gems of the State Library of NSW”**

Presentation at the ALIA (Australia Library & Information Association) NSW forum.

2015/2016: **“Visualising the Library Retrieval System”**

Presentation of the UTS Artist-in-Residence works at the following conferences: Data Science Symposium, UTS; OzViz, UTS; RezBaz, Sydney University (SYD, AUS)

2011: **“Data Poetry”**

Presentation and panel discussion, UTS for Sydney Design (SYD, AUS)

2010: **“Creative Futures: Networks and Clusters”**

Presentation and panel discussion, Vivid Ideas (SYD, AUS)

As the studio “area3”, we were invited to address the subjects of New Media, Sound and Image:

2003: **“The Role of the Internet as a Museum Space”**

The Museum of Contemporary Art (BCN, Spain)

2003: **“Sound and Image in Real-time”**

Microfusa (BCN, Spain)

2002: **“Interactivity, Sound and Image”**

Online Flash Film Festival (BCN, Spain)

2001: **“area3”**

Art Futura (BCN, Spain)

## FESTIVALS (selected)

2006: **Sydney Esquisse (AUS) - Creative expression through GPS drawing.**

Throughout the festival, participants used GPS devices to create drawings which were then visualised over time in GPSquisse, bespoke software developed by Elisa and Adam Hinshaw.

2006: **ISEA (San Jose, USA)**

Exhibition of “Untitled Media - A Survey of New Media Art” by Ian Gwilt (my role: designer)

2002: **Sonar (BCN, Spain)**

Screening of the video clip “My Girl”

2002: **Art Futura (BCN, Spain)**

Exhibition of “World Wall Painters” by area3. Commissioned by Art Futura

2002: **Ars Electronica (Linz, Austria)**

Exhibition of “World Wall Painters” by area3, as part of an exhibition of works using the Carnivore Diagnostic Tool by the Radical Software Group from New York

### **Audiovisual concerts with area3 + LENS**

area3 developed MOVET technology, software which allows visuals to react in real-time to music. 2003: Diesel fashion night (BCN, Spain); 2002: Sonar (BCN, Spain); 2002: Caixaforum (BCN, Spain); 2001: Festival Internacional de Benicassim 2001 (Benicassim, Spain)

## EXHIBITIONS

2014: **Creative Cities**, Kaohsiung Design Festival, Taiwan

A showcase of designers from the Asia-Pacific

2006: **WORK / PLAY, UTS: 30 Years of Visual Communication**, UTS

An exhibition exploring 30 years of visual thinking from high-profile UTS: Bachelor of Design in Visual Communication graduates.

## PUBLICATIONS / PRESS

2017: **ESSE**, Edition 89 - Bibliotheque – Library, Winter 2017. UTS Library Artist-In-Residence work.

2017: **2SER**, Unstacked: Revealing the State Library's Hidden Secrets. Interview about the State Library of NSW Unstacked project.

2015: **2SER**, Think: Digital Futures. Interview about the UTS Library project