

curriculum vitae [resumé] for

Sandro Alberti

portfolio slideshow available at:

<http://sandro-alberti.fen-om.com/slideshows>

enhanced portfolio available at:

<http://sandro-alberti.fen-om.com>

Linked-in profile:

www.linkedin.com/in/sandroalberti

Twitter:

www.twitter.com/sandroalberti

PO Box 128
Del Mar, CA 92014
USA

310.293.7780

sandro@fen-om.com

ACADEMIC STUDIES

9-1994 to 6-1997

UCLA; A+UD

MARCHI [Architecture- Interactive Media] + Thesis with Distinction

9-1987 to 6-1991

UC Berkeley; Environmental Design

BA [Bachelor in Arts, Minor: Italian Literature]

9-1996 to present

fen-om

[Guadalajara/ San Diego/ Madrid]
Organizer

Owner, coordinator of the group 'fen-om', dedicated to the non-profit diffusion of design, via theory, method, and product (Web site: fen-om.com). Projects include consulting and design (graphic design + interactive media) with multiple clients.

11-2006 to 6-2009

Time Zone Internet

[San Diego- California, USA]
Web Designer-Developer

Development/design of corporate and personal web identities. Involvement with projects across all phases, including client meetings, design drafts, diagram development, site production (XHTML, CSS, AJAX, interactive Flash, PHP, web video, analytics, mobile applications). Clients: IGS, European Stone Company, The Tutoring Network, Sandra Pelletier, Cardio Coach, ISCTR, KeepComingBack, Tonopalo Resort.

6-2005 to 10-2006

La Academia

[San Diego- California, USA]
Instructor/ Steering Committee

Helped establish Learning Center component (Boys and Girls Clubs of San Dieguito). Taught development of microprocessors and robotics to children (Parallax Basic Stamp + Arduino). These were combined with art-multimedia projects and urban research highlighting local history of the Eden Gardens community (site of the project and home of several of the underserved children that were the focus of the program).

6-2005 to 6-2006

AIU- Los Angeles

[Los Angeles- California, USA]
Instructor

Adjunct Professor in Interior Design. Thesis Research and Design Fundamentals (Composition and Color Theory).

1-2003 to 3-2005

Art Institute of California- Los Angeles

[Los Angeles- California, USA]
Instructor

Instructor in Graphic Design, Multimedia, and Interior Design programs. Development of various upper-division courses, including Portfolio, Independent Project, and Exhibition Design. See personal academic site at fac.aii.edu/~sa285

4-2002 to 8-2002

University of Guadalajara/ Santa Monica College

[Guadalajara- Jalisco, Mexico/ Los Angeles- California, USA]
Foreign-Exchange Promoter

Developed publicity, collaborations, methodology to facilitate foreign studies to design students in Guadalajara. Primarily focused towards studies at Academy of Entertainment and Technology. Created a web site to provide pertinent information directly to students in Mexico and USA.

8-2001 to 9-2002

design (independent contractor)

[Los Angeles- California, USA]
Designer/ Consultant

Focusing primarily on projects developed by various architectural firms, including Sorensen Architects and Deborah Waldrip, Architect. Architecture design, planning/ construction documents, design competitions, web development, database research. Also evaluating and diffusing architecture events + theory texts via these same web sites.

3-2000 to 12-2000

University of Guadalajara

[Guadalajara- Jalisco, Mexico]
Editor

Member of the editorial board for the 'Ámbitos' newsletter, official publication of the Department of Architectural Projects at the University Center for Art, Architecture, and Design. Also in charge of design layout for the publication.

1-1999 to 4-2000

University of Veracruz

[Guadalajara- Jalisco, Mexico]
Professor

Graphic Design + Web Design. Aesthetic Appreciation. Thesis Pre-Seminar. English for Graphic Designers, level 4. Thesis Seminar 1999. Coordination of the university's first e-zine ('The Digital Touch'). Development of Internet presentation of the 1998 Thesis Seminar. Development of web pages for several courses. Coordination of the school's 'Mural' newspaper.

1-1998 to 6-1998

Inspired Arts

[San Diego- California, USA]

Internet Designer/ Consultant

Project coordination. Organizational patterns, design, technology evaluation, presentations. Clients included Chicken of the Sea, Aeromexico, CORE-NIC, Easton Sports, San Diego Tech Times, vacationhawaii.com, remax-resortptproperties.com, Intelliscope Films.

10-1997 to 12-1997

Flying Data

[Madrid- Spain]

Multimedia Designer

Multimedia. Coordination of 3D and digital projects. CD-ROM applications (3D and Macromedia Director). CD-ROM applications (3D and Macromedia Director). Publication of interactive-kiosk software for the Spanish government.

6-1996 to 6-1997

UCLA: Center for Digital Arts (now Design | Media Arts)

[Los Angeles- California, USA]

Teaching Associate

3D and Internet digital design courses aimed at groups of 15 students. Specific lectures on programs. Organization of shared information, via university LAN. Under the direction of Rebecca Allen, the center emphasized experimental projects pushing the limits of technology.

1-1992 to 12-1995

Compton's NewMedia (interactive-media branch of Encyclopedia Britannica)

[Carlsbad- California, USA]

Production Supervisor

In charge of supervising a 10-person team. Production of images and other content for CD-ROM products. Design of original art for opening screens in various products. Evaluation of system efficiency. The product line was focused on the publication of educational software on CD-ROM.

previous

various

[California, USA]

Design Assistant [Architecture]

Design Assistant [Art + Graphic Design]

SKILLS

surface treatment

Languages English, Spanish, Italian, French (basic)

Computers Mac, PC, SGI

- INDUSTRIAL DESIGN: rapid prototyping, laser-cut, vacuum-forming, wood-work
- OFFICE: Browsers (Explorer, FireFox, Safari), CUSeeMe, e-mail packages (Outlook, Eudora, etc.), ICQ, InDesign, Internet videoconferencing, MS Office, PageMaker, Quark
- DESIGN: 3DStudioMAX, After Effects, AutoCAD, Bryce, CorelDraw, Director, ElectricImage, Fireworks, FormZ, Illustrator, ImageReady, ImageStyler, Lightscape, Maya, Painter + 3D, PhotoPaint, Photoshop, Poser, Premiere, Sketchup
- INTERNET: AJAX, API mash-ups/widgets (Google Gears, etc.), CGI, CMS, Flash + ActionScript, Flex, Google Earth (+ KMS tagging), HTML (+ CSS), Java, JavaScript, JavaScript Libraries (Mootools, Prototype-Scriptaculous, jQuery, Spry, YUI), PHP-MySQL, podcasts-blogs + RSS feeds, Soundforge, Swift3D, XML

AWARDS/ recognitions

4-2006

Wallcovering Source/ Interior Design magazine

[Las Vegas- NV, USA]

'Grand Prize' winner of international design competition; design of wallpaper for hotels.

6-2004

Arquine Contest #6

[Mexico City- Mexico]

'Honorable Mention'; re-design proposal for Mexico City's downtown core.

10-2002

III Independent Art Fair ('FAIM')

[Madrid- Spain]

'Second Place' award in photography and video projection; visual installation depicting a hybrid 'Mexican Cuba'.

4-2000

University of Veracruz

[Guadalajara- Jalisco, Mexico]

'Godfather'; graduating class of 2000 (Graphic Design)

8-1999

University of Veracruz

[Guadalajara- Jalisco, Mexico]

'Godfather'; graduating class of 1999 (Graphic Design)

6-1997

Union Square- SF

[San Francisco- CA, USA]

'Honorable Mention'; re-design proposal for Union Square in San Francisco.

2000 to present

'ZMG-axis'

[available at www.eje-zmg.info]

Web site with 'multidimensional database' [architecture, urbanism, programming, history]. Representation of the city of Guadalajara through interpretation of one of its main vehicular axes. The project includes informal Saturday-lunch presentations and free urban workshops in the city context.

9-1994 to present

various publications

[in WA/SA and Theory, part of fen-om.com]

Texts on art, design, architecture, culture.

1-2003 to present

academic reviews

Invited juror at various design reviews. Evaluation of end-of-term projects, presented by students at various universities (SCI-Arc, Art Institute- Los Angeles, UCLA, Woodbury, University of Guadalajara,...).

2007

'International Dictionary of Art and Literature'

Inclusion in international catalog, published by the Aires de Córdoba Cultural Association (which also coordinates various other art/cultural publications, as well as the Sala Aires exhibit space).

4-2006

panel discussion

Discussion of the 'hybrid future of the design profession' (Los Angeles- USA), with Joanne Stillman (fashion designer) and Jayme Odgers (designer).

2005 to 2006

illustrated texts

Architecture theory and graphic design, part of 2 books published by Tonalá's city hall (Guadalajara- Mexico): 'Fachadas' ('Facades') and 'Aqua'.

1-2004 to 1-2005

'Accessory Dwelling Units; Inspired Solutions for our Community'

[FSDA/ New School of Architecture, available at www.fsda-online.org/adu]

Architecture-design competition focusing on the development of an accessory dwelling unit that will complement the style of a primary residence and blend into the local San Diego- CA neighborhood.

1-2004 to 1-2005: Sponsorship/ development of national architecture-design competition: 'Companion Units for San Diego'. Establishment of timeline, committee, guidelines, publicity design, Web site, and development of context components (existing house and property, materials, etc.).

12-2002

'Malibu Dream'

[at Friends of San Diego Architecture; San Diego- California, USA]

Presentation of architectural work and digital-design tendencies.

3-2002

'The pop of tecno-pop'

[in 'Gallery-2002 Website Design'; Inforbooks editorial]

Tutorial + essay on contemporary culture.

7/7-1999

guest speaker

[at graduation 1999; John F. Kennedy; Guadalajara- Jalisco, Mexico]

Graduation speech.

4-2001 to present

monthly construction workday at Mexican low-income schools
[Colonia Esperanza Schools; Tijuana- Baja California, Mexico]

1-2001 to 12-2001

weekend design programs aimed at Hispanic teens
[San Dieguito Boys and Girls Clubs; Solana Beach- California, USA]

6-2001 to 12-2001

garden re-design at community center
[San Dieguito Boys and Girls Clubs; Solana Beach- California, USA]

memberships

11-2007 to present

Lux Art Institute

[San Diego- California, USA]

Luxiliary Volunteer/ Institute Member

All-around help, on Saturdays and the once-monthly 'Wednesday at Lux' evening reception, as well as artist opening receptions. Guest relations, communications, database work, and design of various collateral material.

8-2004 to present

ACM SIGGRAPH

[various locations, USA]

Chair: International Resources

Chapter Committee member

Podcast Director

I supervise a 10 person committee, as well as various video podcasting teams (20 to 50 people), at the annual SIGGRAPH conference. In charge of direct international relations with all countries where conference chapters are located, as well as the host country for the annual SIGGRAPH-Asia conference. I also coordinate multilingual tours and iTunes podcasts in the conference 'gallery experiences'.

Other Memberships:

American Institute of Graphic Arts

Association for Computing Machinery

Friends of San Diego Architecture

Institute for Figuring

Khandakapala Buddhist Center

LA County Museum of Art

LA Forum for Architecture and Urban Design

Machine Project

Mexican College of Architects- Guadalajara

Museum of Contemporary Art- San Diego

Museum of Contemporary Art- Los Angeles

San Diego Historical Society

San Dieguito Art Guild

UCLA Alumni Association

UCSD Alumni Association