

Jeffrey Ventrella

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Massachusetts Institute of Technology (The Media Lab)	MS	Media Arts and Sciences	1994
Syracuse University	MFA	Computer Graphics/Video	1987
Virginia Commonwealth University	BFA	Art Education/Art History	1984

I am a highly creative visionary problem solver; a hands-on generalist with strong kinesthetic, narrative, and procedural intelligence. At age 57, with a large array of experiences under my belt, I am now in a position to give back in a significant way.

I have worked in education, data and math visualization, augmented reality, virtual reality, simulation games, startup entrepreneurship, college teaching, and scientific research. In my technical work, I offer a compassionate touch to building user experiences – backed by research, and expressed in my written works. I can provide deep perspective for companies engaged in innovative projects.

I am currently pursuing consulting work in companies that are making a positive difference to society and the health of the planet.

Although the work experience shown below is strong in the tech industry, I am expanding beyond that world; my true passions and original talents lie in art, science, education, society, and protecting our planet.

Leap Motion , San Francisco, CA Designer/Engineer (Contract) Worked with engineers to implement the Clusters algorithm in VR	4/17 – 12/17
MeshOS , Sausalito, CA Designer/Engineer (Contract)	2/17 – 8/17
Wiggle Planet, LLC , Petaluma, CA Founder Developing kid-friendly mobile apps featuring self-animated characters And artificial life with geo-located augmented reality	10/12 – present
Virtuocity VR, Inc. London, UK Developer/Designer (Contract) R&D in a virtual reality application using the Samsung GearVR and Unity	8/16 – 12/16

<p><u>Pillantas, Inc.</u> San Francisco, CA Developer (Contract) R&D using the Microsoft HoloLens; developed prototypes in Unity/Windows 10 for a highly-innovative augmented reality interface</p>	6/16 – 8/16
<p><u>Binary Simplex</u> Washington, DC Developer (Contract) Implementing cross-platform (iOS and Windows) rendering tools for patented optimized 3D mesh generation based on DICOM files.</p>	1/15 – 12/15
<p><u>For Goodnes Sake</u> San Francisco, CA Designer/Developer (Contract) Design and implementation of javascript-based simulation components for female-oriented sexuality education app</p>	10/14 – 1/15
<p><u>High Fidelity</u> San Francisco, CA Developer (Contract) Helped build-out core avatar systems, user interactions, particle systems, camera behaviors, and other virtual world features</p>	4/13 – 8/13
<p><u>Visual Music Systems</u>, Boston, MA Principle Developer Developed high-performance, realtime computer animation for a performative artform incorporating immersive displays and gestural input. Particle systems, 3D math/physics, and parameter-based control</p>	6/11 – 9/12
<p><u>The Internet Archive</u> San Francisco, CA Designer/Engineer (Contract) Worked closely with internet visionary Ted Nelson on implementation of ZigZag for the Open Library. Project management, JavaScript/HTML5/CSS development</p>	10/10 – 11/10
<p><u>Emota.net</u> Menlo Park, CA Designer/Engineer (Contract) NSF-funded start-up. Consulted on design; development: interactions and interfaces for social connectedness. Developed JavaScript code for web and iPad</p>	7/09 – 9/10
<p><u>School of Interactive Arts and Technology</u>, SFU, Vancouver, BC Research Scholar: nonverbal communication in virtual worlds. Taught Advanced Game Design class to 4th-year students. Wrote the book: <i>Virtual Body Language</i>: www.virtualbodylanguage.com</p>	9/09 – 8/10
<p><u>The Internet Archive</u> San Francisco, CA Developer/Designer: built home page for NASAIImages.org; designed and implemented the 'create account' page and other pages. Helped design the Open Library Bookreader using JavaScript/CSS.</p>	3/08 – 7/09
<p><u>Centre for Digital Media</u> Vancouver, BC Faculty: Developed curriculum and taught Building Virtual Worlds, advised students on industry-funded projects</p>	8/08 – 12/08

<p><u>Millions Of Us</u> Sausalito, CA Consultant: Developed avatar-customization tool, general consulting</p>	<p>1/08 – 2/08</p>
<p><u>SheZoom</u> New York, NY Animator: designed and implemented Shemoticons in Flash</p>	<p>12/07 – 1/08</p>
<p><u>Linden Lab (Second Life)</u> San Francisco, CA Senior Developer: Developed software and designs for Second Life, invented Flexi Prims, FollowCam, vehicle physics, camera behavior, avatar customization, and user interfaces</p>	<p>1/05 – 11/07</p>
<p><u>Adobe Systems</u> San Jose, CA Programmer: Worked with the Acrobat 3D team (originally Adobe Atmosphere), developed JavaScript for direct manipulation, modeling, and interactive behavior of 3D content</p>	<p>2/04 – 7/05</p>
<p><u>There, Inc</u> Menlo Park, CA Co-Founder and Principle Inventor of There.com Developed prototype with Will Harvey April 1997 to April 1998; co-founded company with Will on April 1998. Invention of technologies and designs for avatars, vehicle physics and navigation, camera behavior, sound design, animal behaviors, and real-time voice-activated speech animation. Principal author on first patent granted to the company.</p>	<p>4/97 – 1/04</p>
<p><u>Rocket Science Games, Inc.</u> San Francisco, CA Designer/Engineer: Designed and prototyped software games. Worked with author Michael Crichton on a game prototype. Designed Darwin Pond</p>	<p>7/95 – 4/97</p>
<p><u>ABSOLUT Vodka</u> (via TBWA/Chiat Day NY, NY) Artist/Programmer: Developed code to generate stylized genetic algorithm-based variations of the Absolut Vodka Bottle using interactive evolution. Published online as promotion for the "Absolut Kelly" web site, Consulted with Kevin Kelly on the site</p>	<p>2/96 – 5/96</p>
<p><u>Protozoa</u> San Francisco, CA Software Engineer: Worked with Brad deGraf. Developed interactive tool to generate 3D tree models for a computer game.</p>	<p>3/95 – 3/95</p>
<p>Tufts University, <u>Experimental College</u>, Medford, MA Instructor: Designed and taught course: "Populating Virtual Reality". (Artificial Life: cultural implications, technical aspects).</p>	<p>1/95 – 3/95</p>
<p><u>Papyrus Design Group</u>, Somerville, MA Designer: Developed script and consulted on animated characters for proposed CD-ROM-based interactive comedy game.</p>	<p>12/94 – 3/95</p>
<p><u>Do While</u> Studio, Boston, MA Artist: Developed interactive animations; worked with artist Jen Hall</p>	<p>9/94 – 4/95</p>
<p><u>Cinergi Productions</u> Lenox, MA Artist/Programmer: Feature Film Special Effects Animator, (Sylvester Stallone Film, Judge Dredd) Programmed custom animation effects on SGI IRIS; collaborated artists.</p>	<p>7/94 – 8/94</p>

<u>Visible Language Workshop, MIT Media Lab</u> , Cambridge, MA Research Assistant: multimedia interfaces, AI, information design, and animation	9/92 – 3/94
University of California, San Diego, <u>Visual Arts Dept.</u> San Diego, CA Instructor: Worked under Harold Cohen , developed curricula and taught courses in Graphics Programming, 3D CAD, and C Language	1/92 – 6/92
Syracuse University Computer Graphics Specialist , Created Scientific Data Visualizations for supercomputer research. Taught workshops; Produced videotapes; Acquired video equipment, Attended Data Visualization Workshops at NCSA .	7/87 – 12/91
<u>Syracuse University Department of Industrial Design</u> , Syracuse, NY September 1987 – December 1991 Instructor: Taught Computer Aided Design for Industrial Design; Used SDRC-IDEAS software running on a VAX mainframe. Developed curriculum and co-authored graphics library for programming	9/87 – 12/91

Travel: Melbourne, Mumbai, London, Seoul, Paris, Kyoto, Banff, Barcelona, Florence, Bilbao, Geneva, Dublin, New York, Vancouver,

Technical Skills

Software Languages: C++, C#, JavaScript, Java
 Development Tools: XCode, Unity, Visual Studio
 Platforms: iOS, HoloLens, GearVR, html5/canvas/ web
 Other: Adobe Premiere, Gimp, procedural animation, web design, audio design/processing, music composition, photography, cell animation,

Lectures/Presentations

Palo Alto, California Presented my work at Stanford University as part of the MediaX series https://mediax.stanford.edu/events/artificial-life-meets-augmented-reality	4/17
San Jose, California Presented my work on AI-driven characters for augmented reality at the Narrative Summit	11/16
Santa Barbara, California Presented keynote at the Immersive Learning conference	6/16
Los Angeles, California Presented on a panel at Digital Hollywood	10/15
Barcelona, Spain Presented keynote presentation at VISIGRAPP conference	2/13

Pittsburgh, PA Presented Virtual Body Language at Carnegie-Mellon University's ETC	10/11
Vancouver, BC, Canada Gave keynote presentation at International Symposium on Computational Aesthetics in Graphics, Visualization, and Imaging : a SIGGRAPH co-located conference.	8/11
Menlo Park, California Gave a presentation at the Talks on Computing Systems series at Carnegie-Mellon University, Silicon Valley, NASA Ames Campus	5/11
Laval, France Gave the first keynote at the Laval Virtual conference	4/11
Los Angeles, California <i>Virtual Body Language</i> Presented avatar expression at an invitation-only workshop at ICT, USC	2/11
Banff, Alberta, Canada , <i>Self-Portraits in Mandelbrot Genetics</i> Smart Graphics . Presented mathematically-generated artworks	6/10
Toronto, Ontario, Canada , <i>The Gestural Turing Test</i> AAMAS Presented motion-capture experiment in nonverbal communication and believability (details available at http://gesturalturingtest.com/)	5/10
Melbourne, Australia , <i>Workshop Lecturer</i> ACAL - Presented ecological simulation using planetary toy physics, emphasizing Open, collaborative development	12/09
Palm Springs, California , Keynote Speaker . HPC Horizons . How genetics, physics, and communication can be represented for efficient traversal over the internet for virtual worlds. Other Keynote speakers were Craig Venter and Jaron Lanier.	3/08
Boston, Massachusetts Prime Numbers are the Holes Behind Complex Composite Patterns (The Divisor Plot) at the 7th International Conference on Complex Systems	10/07
Vancouver, BC, Canada <i>Online Body Language - Expressivity and Identity in Avatars and Autonomous Creatures</i> School of Interactive Art and Technology (SFU) Research Colloquium	9/07
Boston, Massachusetts <i>Physical Avatar</i> – a new technology for Second Life SIGGRAPH conference Tech Talk	8/06
Bloomington, Indiana A Particle Swarm Selects for Evolution of Gliders in Non-uniform 2D Cellular Automata - paper presented at Alife X conference	6/06
Pittsburg, Kansas presented overview of work at Pittsburg State University	4/05
Bilbao, Spain conducted workshop at the Universidad del Pais Vasco on <i>techniques for using mathematics to generate portraits</i> . Presented interactive and print work at <i>La 17 Exposición de Audiovisuale</i> .	12/04

Bilbao, Spain Sharing the Virtual Ecosystem (the Interactive Web of Virtual Life and Avatars) Art and Technology Symposium, Universidad del Pais Vasco	12/03
Stanford University, Palo Alto, CA Avatar-Centric Communication in There , co-lectured with Dr. Chuck Clanton , at the Human-Computer Interaction Seminar	4/03
Dundee, Scotland <i>Artful Biology: Simulated Creatures for Software Entertainment</i> , presented at International Centre for Computer Games and Virtual Entertainment	2/01
Paris, France Avatar Physics and Genetics , presented at Virtual Worlds, 2000	7/00
San Jose, CA presented artificial life research at Digital Biota conference	11/99
Syracuse, NY Presented overview of artistic development Syracuse University Visual and Performing Arts Dept.	2/99
Paris, France Designing Emergence in Animated Artificial Life Worlds presented at Virtual Worlds 98	7/98
Los Angeles, CA Attractiveness vs. Efficiency (How Mate Preference Affects Locomotion in the Evolution of Artificial Swimming Organisms) - presented at Artificial Life VI	6/98
Brighton, England Darwin Pond - Demonstration presented at the European Conference on Artificial Life	7/97
Montreal, Canada <i>Eukaryotic Virtual Reality (The Emergent Art of Artificial Life)</i> - presented in a Panel at ISEA95 conference	9/95
Geneva, Switzerland <i>Disney Meets Darwin</i> - Paper presented at Computer Animation, '95	4/95
Cambridge, MA <i>Explorations in the Emergence of Morphology and Locomotion Behavior in Animated Characters</i> - Paper presented at Artificial Life IV , MIT	7/94
San Diego, CA Artificial Life and a Computer Art of Emergence - slide and video lecture: Center for Research and Computing in the Arts, UCSD	5/92
New London, CT <i>A Genetic Approach to Computer Art</i> - Visiting Artist, lectured and conducted workshops on mathematical images, Center for Arts and Technology, Connecticut College	10/91
San Francisco, CA Factors Inducing Periodic Breathing in Humans (a case study in scientific data visualization), co-lectured with Dr. Wayne Fordyce, at Visualization '90	10/90
Halifax, Nova Scotia <i>Computer Graphics for the Human</i> - a half-day tutorial, presented at Graphics Interface/Vision Interface	5/90
Williamsburg, VA A Computergraphical Model of Multi-generational Family Systems – Presented (with Jim Amodio and Tom Schur) at Advanced Computing for the Social Sciences	5/90

New London, CT *Using Mathematics to Arrive at Imagery* - Presented at the [Arts and Technology Symposium II Connecticut College](#) 2/89

Syracuse, NY Fractal Geometry in Art - The Mandelbrot Colloquium, with four other speakers *including Dr. Mandelbrot* 11/86

Published Works

Embodied AI Characters for Emergent Narrative

OurMedia Blog: <http://ourmedia.org/embodied-ai-characters-for-emergent-narrative/>

Various articles published on Nature, Brain, Technology: <https://ventrellathing.wordpress.com/>

Brainfilling Curves – a Fractal Bestiary

A color book about a system for discovering and rendering plane-filling fractal curves.

[Book web site](#)

From Ragdoll Physics to Expressive Avatars

Paper published in the International Journal of Design and Innovation Research: 2011

[see abstract](#)

Virtual Body Language

Currently available at www.virtualbodylanguage.com - published by [ETC Press](#) in 2011

Self-Portraits in Mandelbrot Genetics – Springer: conference proceedings of [Smart Graphics](#), 2010

The Gestural Turing Test - published in the conference proceedings of [AAMAS](#), 2010

Glider Dynamics on the Sphere: Exploring Cellular Automata on Geodesic Grids. to be published in the Journal of Cellular Automata (Editor Andy Adamatzky)

<http://www.ventrella.com/Alife/Cells/GlidersOnSpheres.pdf>

A Spherical XOR Gate Implemented in the Game of Life to be published in the book: Game of Life Cellular Automata, Editor Andy Adamatzky, Springer.

Evolving Structure in Liquid Music *The Art of Artificial Evolution*, Natural Computing Series, Springer-Verlag, Editors: Romero, J., and Penousal, M. November, 2007

<http://www.springer.com/west/home/computer/foundations?SGWID=4-156-22-173745009-0>

Evolving The Mandelbrot Set to Imitate Figurative Art *Innovations in Evolutionary Design*, Natural Computing Series, Springer-Verlag, Editors: Hingston, P., Barone. L., and Michalewicz, Z. Berlin, 2007

<http://www.ventrella.com/Tweaks/Portraits/EvolvingMandelbrot.pdf>

Gliders and Riders - A Particle Swarm Selects for Coherent Space-time Structures in Evolving Cellular Automata – a chapter in [Stigmergic Optimization](#), from the Studies in Computational Intelligence Series. Vol 21, Springer-Verlag. eds. Ajith, Grosan, and Ramos. page 131, 2006

<http://www.springer.com/east/home/computer?SGWID=5-146-22-173661230-0>

GenePool – Exploring the Interaction Between Natural Selection and Sexual Selection –Chapter 4 in [Artificial Life Models in Software](#). ed. Andrew Adamatzky and Maciej Komosinski. Springer, 2005. Page 81

<http://www.springerlink.com/content/tv10101372574541/>

Animated Artificial Life, Chapter 3 in Virtual Worlds (Synthetic Universes, Digital Life, and Complexity) (ed. Heudin, J.C.) Perseus Books, 1999 pages 67-94
http://www.ventrella.com/Alife/Animated/animated_0.html

A Computergraphical Model of Multi-Generational Family Systems, chief author and editor (with James H. Amodio, MPS, and Thomas J. Schur, MSW), in *Social Science Computer Review*, Spring 1991 Volume 9 Number 1, pages 13-26
<http://ssc.sagepub.com/cgi/content/abstract/9/1/13>

A Particle Swarm Selects for Evolution of Gliders in Non-uniform 2D Cellular Automata published in *Alife X conference proceedings*, MIT Press, 2006
<http://www.ventrella.com/Alife/Cells/GlidersAndRiders/SwarmGliders.pdf>

Avatar Physics and Genetics, published in *Virtual Worlds*, 2000 (ed. Heudin, J.C.), Springer-Verlag Berlin/Heidelberg
<http://portal.acm.org/citation.cfm?id=647690.731011&coll=GUIDE&dl=GUIDE&CFID=15151515&CFTOKEN=6184618>

Designing Emergence in Animated Artificial Life Worlds, *Virtual Worlds*, 98 (ed. Heudin, J.C.) 1998, Springer-Verlag pages 143-155 <http://portal.acm.org/citation.cfm?id=733452>

Attractiveness vs. Efficiency: (How Mate Preference Affects Locomotion in the Evolution of Artificial Swimming Organisms), *Artificial Life VI*, 1998, MIT Press
<http://portal.acm.org/citation.cfm?id=286160&dl=&coll=&CFID=15151515&CFTOKEN=6184618>

Sexual Swimmers: Emergent Morphology and Locomotion Without a Fitness Function, From *Animals to Animats*, (page 484) 1996, MIT Press http://www.ventrella.com/Alife/Sexual/sexual_0.html

Disney Meets Darwin: The Evolution of Funny Animated Figures, *Computer Animation '95 Proceedings - Geneva Switzerland* <http://portal.acm.org/citation.cfm?id=791214.791452>

Explorations in the Emergence of Morphology and Locomotion Behavior in Animated Characters, *Artificial Life IV proceedings*, MIT Press, 1994

Other Published Materials:

Write-up on Air Traffic Control Visualization Prototype: Enhancing Air Traffic Control Information, by David L. Chandler, in the [MIT Technology Review](#), pages 10-11 8/94

Co-designed cover of **IBM Systems Journal** ([vol. 33, No 2 1994](#)) with J.F. Musgrave, image depicts a family of images I designed. 6/94

Created five illustrations for book: [The Children's Machine \(Rethinking School in the Age of the Computer\)](#), by Seymour Papert, 6/93

Two images published in the large color-illustration book: **Digitale Visionen**, IBM Germany, by Dr. [Herbert Franke](#), 1989

Creatures du Plan Complexe, (French translation of IRIS Universe '88 article with color illustrations, in *Tech Images*, January issue: Paris France, 1/89