

## Resumé, Javier Roca

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### Career Summary

15 years experience as a designer, graphic artist, author, lecturer, and consultant with a variety of corporations, publications, and universities including:

*Viewpoint Corporation, MetaCreations Corporation, Apple computer (Spain), The Center for Knowledge and Communications at the University of Massachusetts, Instituto Europeo di Design Torino (Italy), Tracor Art School (Spain), La Universidad de Arquitectura de Madrid (Spain), MacWorld Magazine, Publish Magazine, The Wall Street Journal, and MacUser (Spain).*

Although my career focus is digital, I possess a fine-arts education from the University Complutense of Madrid and have exhibited numerous works, including large-scale digital art, watercolor, oil on canvas, and trompe l'oeil. In addition, I have worked on a number of artistic projects with the University of Illinois and the University of Massachusetts that integrate digital imagery, three-dimensional computer graphics, and human interaction.

From my experience and background, I bring a unique perspective to human-computer interaction with an emphasis on clean, elegant design, blending functionality with creative aesthetic sensibility.

### Employment

2000 - Present

**Viewpoint Corporation**, New York, NY

**Director, Product Design**

Managed a team of designers, engineers, and producers responsible for providing custom applications using Viewpoint technology, a rich media platform that seamlessly integrates photo-realistic 3D models high-resolution 2D images, Macromedia® Flash™, audio, and other media formats into HTML. Developed user interface concepts and prototypes for multiple projects. Major achievements include:

- **AOL 9.0 (Prescot)** Developed comps and visual concepts for AOL Superbuddies, Instant Greetings, AOL Kids, AOL Teens, AOL Broadband, and AOL Alerts.
- **AOL 8.0 (Spacely)** Designed and prototyped a set of new, hip environments that enable an enhanced and personalized AOL experience.
- **Microsoft** Generated prototypes and concepts for TSP (Technical Support Professional Mapping, a front-end visualization solution that enables users to navigate the globe and locate cities that provide Microsoft technical support.
- **Daimler Chrysler** Developed concepts and led prototyping for an, in-house web based prototype, "Dealer Connect," that allows dealers to visually navigate through a vehicle parts database and to create support manuals.
- **Viewpoint Creative Innovator** (Kramer) Conceived of and oversaw the development of Creative Innovator, an ad creation and campaign management web application that enables the deployment of Viewpoint and Flash, for assembling and management of online advertisements.

- **Viewpoint ZoomView** Created Photoshop templates, a set of graphical user interfaces that make it easy to navigate a ZoomView image using standard icons.

2000-2001

**Salus Media**, Santa Barbara, CA

**Creative Director**

Managed the conceptualization and re-design of Salus Media “LifeStyles”, a suite of web-based content modules that deliver dynamic health and wellness programs via corporate intranet sites.

- Consulted with respected leaders in the healthcare, technology, and entertainment industries to assess health and wellness program needs.
- Developed and delivered beta applications for corporate clients including **Enron** and **WebMD**.

1998-2000

**MetaCreations Corporation**, Santa Barbara, CA

**Senior User Interface Designer**

Responsible for workflow conceptualization, user interface design, prototype development, and successful launch of the following projects:

- **MetaFlash Studio** Improved usability and design of a 3D image editing software application designed for use with the Minolta 3D 1500 camera.
- **Office Advantage** Developed a unique user interface design for Office Advantage, a Microsoft Office plug-in that enhances Powerpoint and Excel capabilities.
- **Dance Studio** Designed and developed a user-friendly interface for Dance Studio, an entertainment application targeted to children and young adults.
- **MetaCreations Painter, Carrara, and KPT** Provided creative input and helped with development.

1992-1997

**Specular International**, Amherst, MA

**Art & Design Manager**

Responsible for the design and creation of all visual collateral for Specular International, a software development company that developed 3D animation and graphic design tools for professionals and prosumers.

- **Infini-D 4.0**. Helped to develop the user interface for Infini-D, a professional 3D graphics application that integrated modeling, rendering, and animation for broadcast-quality output.
- **3D Web Workshop**. Created over 1,000 2D and 3D graphic elements for 3D Web Workshop, an integrated studio package for Macintosh targeted at new web page designers that enabled designers to incorporate 3D imagery, animation, and colorful graphics into their websites.

1992-1995

**Universidad de Arquitectura Universidad Politecnica de Madrid**, Madrid, Spain

**Director, Computer Graphics Department**

Planned and directed the curriculum for a two-year computer graphics program for students in Architecture and Urbanism studies. Served on the committee for the adjudication of all final projects required for obtaining a degree.

1992-1995

**TRACOR Art School**, Madrid, Spain

**Professor of 2D and 3D Computer Graphics**

Co-designer and supervisor of the 3D Graphics Program. Instructed graduate and undergraduate courses in digital art, 3-dimensional computer graphics, and animation. Consistently received exceptional evaluations from students and faculty.

1994

**University of Massachusetts Department of Computer Science**, Amherst, MA

**Teaching Assistant and Graphic Art Consultant**

Supervised a student team responsible for the production of high-end 3D animation for a short film sponsored by Apple Computer at The Center for Knowledge Communication.

1994

**Circulo de Bellas Artes de Madrid, Spain**

**Director "New Tools: Towards Technological Art"**

Directed a month-long contemporary art workshop designed to introduce selected artists to contemporary art and technology.

## **Graphic Art & Illustration**

- *Wall Street Journal* July 25, 1996, "3D Sites Add Depth to the Web."
- *MacUser Spain* 1992 – 1997, Exclusive cover illustrator for the monthly publication
- *Macworld Magazine* July, 1999, Featured artist in the "Create Graphics" feature; January, 1997, Featured artist; August, 1996, Issue cover and full-page illustration for cover article
- *Publish Magazine* March, 1996, Issue cover and featured artist
- *Back Office Magazine* July, 1996, Issue cover
- *Mac Art & Design* Summer, 1996, Volume 4I, N. 16. Featured artist

## **Exhibitions**

- *artLINK / Sotheby's International Young Art*, 2002 New York
- *NY Digital Salon Selected Works*, 2001 New York City
- *The Eighth NY Digital Salon*; 2000 New York City
- *SIGGRAPH 99, Art Gallery TechnOasis*, 1999 Los Angeles, CA
- *The Digital Hall of Fame*; Stockholm, 1997 Gothenburgh, Milan and Tokyo
- *The Third NY Digital Salon*, 1996 New York City
- *The Armory Show*; 1996 Springfield, MA
- *III Mostra de Il·lustració*, 1993 ADG FAD/ Illustrators Graphic Designers and Art Directors Association. Barcelona
- *Second Annual Pixel Paint Art Competition*; 1993 San Francisco

## **Lectures and Papers**

- *[ID]3: Instituto Europeo di Design*, Torino, Italy 2003: Designing Interfaces; a Process
- *[ID]3: Instituto Europeo di Design*, Madrid, Spain 2002: The Art of Designing Interfaces
- *The Digital Salon, Selected Works, Steuben Gallery*, New York, NY 2001: Epicene Bodies
- *Primer Congreso Universidad Macintosh UNIMAC 94*, Madrid 1994: Understanding Cyberspace by Means of Two Screens
- *IAKTA-International workshop*. Osaka, Japan 1993: Interactive Visual and Sound Object Installation in a Virtual Environment
- *Aula 93, Salón del Estudiante y la Oferta Educativa*, Madrid 1993: Digital Painting
- *Círculo de Bellas Artes*, Madrid 1993: Digital Photography – Tangled in the Web of Art
- *Apple Computer Spain*, Madrid 1992: The Future of Electronic Publishing
- *Silicon Graphic and Computer Arts & Developments*, Madrid 1992: Render Apple
- *Fundación Germán Sanchez Ruipérez*, Madrid 1990: First Computer Artistic Creativity International Seminar

## **Education**

1980 -1986

**Universidad Complutense de Madrid Spain**

**Faculty of Fine Arts**

Completed a course of study equivalent to a four-year American B.A. in Fine Arts and Design.