

JASON ASTON

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motivations

consumption, data-asphyxiation, data ethics, design and visualization, privacy, creative technology, AI personalities, immersion, novel storytelling, games, provocations, open-internet, tech intimacy, collaboration, identities, justice

experience

Founder, Studio Reefs, New York - November 2023 - present

Creative, conceptual, technical

User experience, visual design, information design, prototyping, development

Lecturer, University of Maryland, iSchool | Human Computer Interaction - September 2021 - present

Committees: Diversity, Equity and Inclusion, Technology and Information Design Major, Human Computer Interaction Masters

Adjunct Instructor, Parsons School of Design | New York University - September 2017 - May 2021

Parsons, Art Media Technology - Data Visualization and Information Aesthetics

NYU, Courant Institute of Math and Sciences - Introduction to Web Design and Computer Principles

Creative Director, Wonder Mob Inc., New York - January 2013 - December 2022

Creative, conceptual, technical co-lead

User experience, design, prototyping, and development duties

Creative Director, Collab Innovation Lab, New York - May 2011 - present

Strategy and creative direction for award winning projects

User experience, design, prototyping and development management

Creative Consultant, Unilever Innovation Lab, New York - December 2016 - December 2017

Ideation and concepts primarily for physical installations and pop-up activations

Guided workshops for internal teams on focused areas of integrations and themes

Co-Founder/Producer, Six Point Harness, Los Angeles - December 2003 - December 2009

Managed business and administrative duties / New business liaison / Art Direction

education

Tisch School of the Arts, New York University, New York, New York - August 2009 - May 2011

Master's of Professional Studies, Interactive Telecommunications Program (ITP)

Seaver College, Pepperdine University, Malibu, California - June 2003

Bachelor of Arts, Communication/Studio Arts, Magna Cum Laude

technical summary

- Design, Motion, Animation, Electronics, Sculpture, Projection Mapping, Video, Web Design and Development, Physical Computation, Fabrication, Creative Writing, Game Design, Transmedia Design
- Adobe CS, Figma, Cinema4d, Unity, Processing, Arduino, RPi
- HTML, CSS, JavaScript, PHP, Python, C#, C++ and related frameworks

distinctions

2023 Instruction Innovation Award, University of Maryland, College Park

2017 Google Jump Fellow, Alphabet, Mountain View, CA

2016 MakerFaire Best In Show: Nickelodeon's Game Shakers, New York, NY

2015 J-stor/Ithaka Next Now Conference Guest Artist/Speaker, New York, NY

2012 Continuum Festival Artist/Speaker, Recife, Brazil

2011 FILE Rio Featured Artist, Rio de Janeiro, Brazil

teaching

UMD | iSchool

INST728 - Advanced Visual Design, 2022-2024

INST703 - Visual Design for HCI, 2022-2024

INST466 - Technology, Culture, and Society, 2021

INST462 - Data Visualization, 2021, 2022

INST408V - Visual Design Fundamentals for User Experience, 2021, 2022

INST406 - Cross Curricular Communication Lab, 2023, 2024

INST388B - Wunderkammer: Cabinet of Curiosities, 2023

INST388C - Transmedia Storytelling and Gaming, 2023

INST388A - Personal Science / Quantified Self, 2023

INST201 - Introduction to Information Science, 2021

New York University | Courant Institute for Math and Science

CSCI-UA 4-6 - Introduction to Web Design and Computer Principles, 2017-2021

Parsons School of Design | School of Art, Media and Technology

PSAM 5010 - Data Visualization and Information Aesthetics, 2017-2021

Queens College CUNY

DESN 314 - Advanced Web Design and Development, 2017

workshops

Unity and Projection Mapping. 2023, Next/Now Fest, College Park, Maryland.

Interfacing Unity and the Physical World. 2023, Next/Now Fest, College Park, Maryland.

Sensory Experiences, 2018, Unilever, NYC.

Light Drawing. 2016, New York Hall of Science, Queens, NYC.

Physical Computation Workshop. 2013, Continuum Festival. Recife, Brazil.

Electronics After-School Program. Co-instructor with Lucas Werthein. 2010-2011, CollabNYC, NYC.

committees/panels

UMD | iSchool

Human Computer Interaction Masters (HCIM) Committee, 2023

Diversity, Equity Inclusion Committee, 2021-2023

Technology and Information Design Committee, 2021-2023

Professional Doctorate Exploratory Committee, 2021-2023

Search Committee - Data Visualization Tenure Track Faculty, 2023

Next/Now Fest Interaction Mentor and Panelist, 2023

HCIL Symposium Panelist - "Teaching Design to Undergraduates", 2023

Search Committee - Data Visualization Professional Track Faculty, 2022

Interviewer, Bancker-Key Undergraduate Student Scholarship Program, 2022

advisement

UMD | iSchool

Thesis Advisor: Ciara Fabian - "Color Theory in VR Praxis", Human Computer Interaction Masters. 2023-2024.

Thesis Advisor: EJ Lin - "Sustainability Awareness Visualization Pedagogy for Primary Education", Human Computer Interaction Masters 2023-2024.

Advisor: Aabode, App for Financial and Mortgage Literacy, Human Computer Interaction Masters-Capstone. 2022-2023.

NYU | Gallatin School for Individualized Study

Colloquium Faculty Committee Member: Dan Cleary

references

Available upon request