

Brent Fitzgerald

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Professional Experience

Taco Lab LLC

Principal & Co-founder, Designer/Engineer

Sep 2007 - Present

Taco Lab offers an interdisciplinary mix of services in product conceptualization, research and development, interaction and visual design, design strategy, electronics and embedded software, socially networked devices, and participatory online systems. Clients include Hallmark, Panasonic, HandsOnToys, and Qixen-P Design Studio.

Swivel

Chief Designer

Jul 2007 - Aug 2008

Led product design for a collaborative business intelligence web application for small and medium sized businesses. Practiced agile development methodologies and user-driven design practices.

MIT Media Lab

Research & Teaching Assistant

Sep 2005 - Jun 2007

Researched and developed online collaborative systems, from virtual galleries to social contracts. TA for Fundamentals of Computational Design (MAS 110) taught by Professor John Maeda.

Stanford University School of Medicine

Educational Media Developer

Jun 2001 - Dec 2004

Led design and implementation of interactive software, curriculum tools, medical diagrams, posters, and animations for medical school educational materials.

Stanford Biodesign Innovation Program

Web Developer

Jun 2001 - Sep 2001

Managed design and implementation of the program web site, including identity and branding, course materials, and live streaming lecture videos.

Xerox PARC

Research Intern

Jun 2000 - Sep 2000

Automated the addition over 4000 new verb entries to the English lexicon for a machine translation system. Constructed a grammar version control system and test suite.

Education

S.M. Media Arts & Science, MIT Media Lab, 2007

Research Assistant in the Physical Language Workshop advised by John Maeda. Coursework in Signal Processing, Sensor Networks, Comparative Media Studies, Symbolic Programming, and Tangible Media. 4.9/5.0 GPA.

B.S. Symbolic Systems, Stanford University, 2001

Computer Science, Psychology, Philosophy, and Linguistics. Concentration in Natural Language. 3.7/4.0 GPA.

Lectures & Publications

Social Data Analysis Workshop

CHI 2008, Florence, Italy. 2008.

InfoVis Panel: The Impact of Social Data Visualization

Presenter and co-panelist with Ola Rosling (Gapminder), Fernanda Viégas (Many-Eyes), and Martin Wattenberg (Many-Eyes).

InfoVis 2007, Sacramento, CA. 2007.

ShiftSpace + OPENSTUDIO

Upgrade! International.

Art Interactive, Cambridge, MA. 2007.

Trust & Barriers to Entry

Digital Life Symposium.

MIT Media Lab, Cambridge, MA. 2006.

Promises@Media

Invited speaker at Samsung Research.

Samsung, Seoul, Korea. 2006.

Clickback: Participatory Advertising

Invited speaker for Time, Inc and Johnson & Johnson

Time Warner Center, NY. 2006.

OPENSTUDIO: An Experiment in Creativity, Collaboration, and Capitalism

Presentation with John Maeda and the Physical Language Workshop.

AIGA National Design Conference, Boston, MA. 2005.

The Advanced Immunization Management (AIM) e-Learning Project.

Published in *World Conference on E-Learning in Corporate, Government, Health, & Higher*

Education. Brutlag, P., Brimelow, L., Brooks, A., Cheyne, J., Dev, P., Fitzgerald, B., McArthur, A., Mort, M.,

Podchiyska, T., & Stringer, J. 2004, 520-523. <http://dl.aace.org/16453>

The Advanced Immunization Management (AIM) e-Learning Project

Published in *AMIA Annual Symposium Proceedings*. Brutlag, P., Fitzgerald, B., Mort, M., Stringer, J., Steinfeld, R., McArthur, A., Dev, P., Cheyne, J. 2003; 799. PMID: 14728304

Press & Honors

Tiny Icon Factory selected for Delight by Design show. MIT Museum, 2007.

OPENSTUDIO reviewed in "Art for Art's Sake," *The Boston Globe*, 2006.

"Interview with Amber Frid-Jimenez and Brent Fitzgerald," *We Make Money Not Art*, 2006

"OPENSTUDIO: How MIT is going to save Art," *The Boston Weekly Dig*, 2006.