

K A R L A C A L D E R O N

EXPERIENCE

2017 - PRESENT

Brooklyn Bugs, NY

Producer & Creative Director

Managed the production of a three day festival that celebrates and explores the gastronomical and sustainable aspects of edible insects (entomophagy). Lead creative direction for branding and marketing

2009 - 2017

RapidFTR, NY

Co-founder

Open-source mobile application and data storage system that streamlines Family Tracing and Reunification (FTR) efforts during emergency situations. Development spearheaded by UNICEF and deployed internationally by various NGOs

2016 - 2017

Spies & Assassins/KBS, NY

UX Designer

Experience design, strategy and research for clients such as American Express, Google, Harman, HomeGoods Stanley Black & Decker, TE Electronics, & Windstream

2014 - 2016

Sudler & Hennessey, NY

UX Designer

Designed UX for award winning HealthView iPhone app. Created a comprehensive set of UX standards and guidelines for a revamped and fully responsive web platform for Janssen's portfolio of brands marketed throughout North America. Projects included responsive websites, mobile and tablet apps, digital ads, and interactive exhibits

2013 - 2014

CreateThe Group, NY

UX Designer

Delivered user experience design and research for FILA, Godiva, Jimmy Choo, Matalan, Peninsula Hotels, Penfolds Wines and Replay Jeans

2011 - 2012

New York Hall of Science (NYSCI), NY

Manager of Emerging Technologies

Led the development & programming of the museum's Maker Space and other maker education initiatives. Collaborations included Björk's Biophilia Education Series & artist residency and World Maker Faire. Co-presenter on Making and Museums at American Alliance of Museums conference. Also collaborated as a mentorship facilitator for a DARPA funded computer science youth mentoring initiative

CONTACT

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TEACHING

I've taught people from ages 7 - 70, as well as other educators, to experiment, design, develop, and build with creative technologies. This includes courses and workshops in robotics, physical computing, 3D design & printing, electronics, animation, digital game design, and sound design. Organizations I've worked with include:

- **hTink/The Makery**
- **Newark Museum**
- **NYC Center for Space Science Education**
- **Institute for Schools of the Future**
- **Vision Education & Media**

OTHER

My professional experience also includes marketing and public relations, having worked on campaigns and with companies such as **Calvin Klein**, **Triple Five Soul**, **Caipirinha Productions**, and **Future Classic**

EDUCATION

MPS: Interactive Telecommunications Program

NYU, Tisch School of the Arts

(Awarded Tisch Scholarship)

BA: Media, Society, & the Arts

Purchase College, State University of NY

SERVICE & ACTIVITIES

Mentor: **Stoked**, **iMentor**

Participant: **Red Bull Music Academy**

Contributor (Artist): **Keep-A-Breast Foundation**

Contributor (Writer): **XLR8R magazine**

treehugger.com, **futureclassic.net**

Practitioner: **Vipassana meditation**