Warner B. ("Bo") Rodda

Assistant Professor of Experiential Media and Data Communications
School of Design + Society · College of Design Futures
Illinois Institute of Technology
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RESEARCH PROFILE

My research and creative practice investigate how design mediates between computational systems and human experience. Working across data visualization, experiential and immersive media, game studies, and urban computing, I examine how complex systems — cities, sports environments, decision contexts, and play — can be made legible and generative through designed interfaces and interactive media. Recent peer-reviewed and in-progress work develops *decision quality* as a portable analytic lens for game studies, theorizes industry-partnered design studios as a vehicle for interdisciplinary higher education, and explores AI-assisted decision coaching. In 2026, as a Strong Research Fellow at The Strong National Museum of Play, I conducted archival and artifact research on Nintendo's R.O.B. and 1980s companion robot toys, the first phase of a broader project on how play media shaped public expectations for robotic and AI companions. A second strand of practice-based research advances data visualization as a humanistic medium, including dynamic urban data platforms developed in collaboration with national laboratories, civic institutions, and major industry partners.

EDUCATION

M.F.A., Design for Emerging Technologies 2010

School of the Art Institute of Chicago, Department of Architecture, Interior Architecture, and Designed Objects (AIADO)

Thesis: *The Active Light Cloud: Reactive Anticipatory Light Applications in the Built Environment*. Advisor: Anders Nereim.

AIADO MFA Award of Academic Excellence, 2010; The George Little Award of Academic Excellence, 2009.

B.F.A., Painting 2002

Rhode Island School of Design

Selected for Graduate Invitational Exhibition, Woods-Gerry Gallery, RISD, 2002.

ACADEMIC APPOINTMENTS

Illinois Institute of Technology, Chicago, IL

Assistant Professor of Experiential Media and Data Communications 2024–present

School of Design + Society, College of Design Futures

Tenure-track appointment in the Communications and Emerging Media program. Program Director, Communications and Emerging Media (2026–present); architect of the new CEM degree program (see Curriculum and Program Development).

Professor of Practice, IPRO Program; Faculty Director, IPRO Labs 2021–2024

Senior Lecturer, IPRO Program 2015–2021

Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship

Co-architected the IPRO Labs framework (launched Spring 2021 with Limia Shunia) following five years leading interdisciplinary studios. Built and directed the industry- and community-partnership portfolio that became the

foundational course of the IPRO Program, organized into five thematic labs: CommunityLab, CityLab, EducationLab, GameLab, and EnergyLab. Mentored more than 1,300 students across approximately 33 industry- and community-partnered studios with 25+ partner organizations, ranging from Fortune 500 corporations to neighborhood nonprofits. Mentored downstream student startups including Phyesta, Kolosseum, and HoneyCo through the Kaplan Institute accelerator.

School of the Art Institute of Chicago, Chicago, IL

Lecturer, Graduate Faculty 2012–2020

AIADO; Art and Technology Studies (ATS); Visual Communications

Taught graduate seminars and studios on parametric modeling, interactive prototyping, biomimetic and bio-robotic architecture, and data visualization. Faculty of record for the cross-institutional Art of Data Visualization course developed with Northwestern University.

PRE-FACULTY RESEARCH APPOINTMENTS

The University of Chicago — Urban Center for Computation and Data (UrbanCCD) and Computation Institute

Research Fellow 2013–2015

- **Technical Lead and Principal Project Architect, LakeSIM (Lakeside Sustainable Infrastructure Model)**. A prototype workflow framework coupling urban design with computational modeling for the 600-acre Chicago Lakeside Development. Co-Principal Investigators: Charles Catlett (UrbanCCD/Argonne) and Leah Guzowski (Argonne). Jointly funded by Argonne National Laboratory, the University of Chicago, and McCaffery Interests, in design partnership with Skidmore, Owings & Merrill (SOM); additional partners included Clean Energy Trust and U.S. Steel Corporation. Featured in *ISOCARP Review 11* and profiled in *The New York Times*, *Next City*, and *Curbed Chicago*.
- **Senior Personnel and contributing grant author, *The Array of Things: Development of an Urban-Scale Instrument for Interdisciplinary Research.*** National Science Foundation Major Research Instrumentation program, **Award #1532133, $3.1 million** (PI: Charles E. Catlett). Contributed to component and fabrication design and to the project's public engagement strategy, including high school physical-computing workshops co-led with Robb Drinkwater and Douglas Pancoast (SAIC).

University of Illinois Hospital and Health Sciences System, Chicago, IL

GIS and Data Visualization Specialist, Population Health Sciences Group 2014–2015

Developed data visualization strategies in support of population health research; produced the UI Hospital Network's locations map and branding guide.

Argonne National Laboratory, Lemont, IL

Building Intelligence and Energy Efficiency Specialist 2010–2012

Computation and Informational Sciences Division, Office of the Chief Information Officer

Subject-matter expert to the Laboratory's sustainability and building-technology research and operational divisions.

- **Principal System Architect, Argonne Energy Management Information System (AEMIS).** Centralized energy data platform for campus-wide management and analysis; lead designer of energy dashboards supporting the Argonne sustainability program. Project funding exceeding **$2 million**.
- **Project Lead, Advanced Wireless Environmental and Energy Monitoring Sensor Mesh.** Deployed 50+ wireless sensor nodes supporting 250+ thermal data points, enabling real-time PUE calculation and heat-map visualization at the Argonne Leadership Computing Facility. Project funding exceeding **$50,000**.

- **Member, Argonne Sustainability Council.** Cross-divisional body integrating scientific and operational divisions. Contributing author, *Argonne Sustainability Plan FY11* and *FY12*.
- Provided technical interface design support for the Argonne Enterprise Geographic Information System (AEGIS).

AREAS OF RESEARCH AND CREATIVE PRACTICE

Experiential and immersive media · Data visualization and visual analytics · Game studies, game design, and ludic systems · Decision quality and AI-assisted decision coaching · Urban computing and smart cities · Design research methods and practice-based research · Industry-engaged interdisciplinary pedagogy · Sustainable infrastructure and energy systems · Human-centered design and rapid prototyping

PUBLICATIONS

Peer-Reviewed Journal Articles

Collisson, B., & **Rodda, W. B.** (2025). Do you want to play a game? Educational escape rooms and the skillful psychology student. *Scholarship of Teaching and Learning in Psychology*. Advance online publication.

Peer-Reviewed Conference Papers and Proceedings

Rodda, W. B. (2026). *The weakest link: Decision quality and the social dilemma in Arc Raiders*. Proceedings of Meaningful Play 2026. Pittsburgh, PA: Meaningful Play & Play Story Press. https://doi.org/10.17613/11gx1-ppe53

Rodda, W. B. (2025). *Big Monster Toy Lab: Learning through making and reflections on interdisciplinary toy and game design education*. IndieCade Horizons Educators' Symposium.

Bergerson, J., Muehleisen, R. T., **Rodda, W. B.**, Guzowski, L., Ozik, J., Auld, J., & Collier, N. (2015). Designing future cities — LakeSIM integrated design tool for assessing short- and long-term impacts of urban-scale conceptual designs. *ISOCARP Review 11: Reinventing Planning — Examples from the Profession*. International Society of City and Regional Planners.

Manuscripts Under Review

Rodda, W. B. *Decision quality as a portable analytic lens for game studies: Method, coding protocol, and illustrative analysis of Wing Commander. Games and Simulation* (Springer). Under review, 2026.

Manuscripts in Preparation

Rodda, W. B. *DecisionCoach: A multi-agent conversational system for developing decision-making competence through decision-coaching practice*. In preparation for AIR-RES 2026.

Rodda, W. B. *The Robotic Operating Buddy as social actor: Designing, marketing, and failing at companion play*. In preparation for *Games and Culture*. Based on research conducted as a Strong Research Fellow at The Strong National Museum of Play.

Rodda, W. B. *Labubu buying as game: Collectible commerce, scarcity mechanics, and the gamification of consumer desire*. In preparation for *Games and Society*.

CONFERENCE PRESENTATIONS AND ROUNDTABLES

Rodda, W. B. (2026, October 13–15). *The weakest link: Decision quality and the social dilemma in Arc Raiders* [Paper presentation]. Meaningful Play 2026, Carnegie Mellon University, Pittsburgh, PA.

Rodda, W. B. (2026). *Decision quality as a portable analytic lens for game studies: Method, coding protocol, and illustrative analysis of Wing Commander*. Southwest Popular/American Culture Association (SWPACA), Game Studies, Culture, Play and Practice track.

Rodda, W. B. (2025, February 19–22). *Is game studies a field or a discipline?* [Roundtable]. Southwest Popular/American Culture Association (SWPACA), Albuquerque, NM.

Rodda, W. B. (2010). *The Active Light Cloud: An intelligent embedded lighting system using computer vision and fluid simulation*. Annual Conference of the Association for Computer-Aided Design in Architecture (ACADIA), Art Institute of Chicago.

INVITED TALKS, PANELS, AND PUBLIC LECTURES

The Strong National Museum of Play, Rochester, NY (2026). The Robotic Operating Buddy as Social Actor. Research Fellow Lunch & Learn, Brian Sutton-Smith Library and Archives of Play, August 2026.

Open City Workshop, Chicago, IL (2018). LakeSIM: A Data-Centric Approach to Urban Planning.

Smart Cities and Sustainable Design Panel, Chicago, IL (2018). Moderator. Graham School, University of Chicago, and the Paulson Institute.

Zurich Insurance International Executive Committee Summit, Chicago, IL (2017). Expert panelist and speaker, Exponential Technologies and Risk Management.

LafargeHolcim Executive Global Summit, Chicago, IL (2017). Expert panelist, Emerging Technologies in Construction.

Kellogg Innovation Network (KIN) Global Summit, Miami, FL (2016). Panelist, Smart Cities and Innovation.

MURPA Annual Meeting (2015). Panelist, Open Data and Instrumenting Cities.

International Lecture Series, South Korea (2014). *smART Cities: The Convergence of Design and Technology in the Development of the Instrumented City*. Invited lectures at Seoul Venture University; GyeongSang National University, Department of Urban Engineering; and Hanbat National University, Daejeon. Invited seminar, *Developments and Strategies in Instrumenting the Urban Built Environment*, Electronics and Telecommunications Research Institute (ETRI), Daejeon.

Chicago Architecture Foundation (2014). Hacking the Chicago City Model: The Development of a Cyber-Physical Data Visualization Platform. Chicago Data Visualization Group.

Microsoft Chicago (2014). The Critical Intersection Between Art, Design, and Big Data. Chicago Data Users Group.

Open Government Hack Night, 1871, Chicago, IL (2014). Hacking the Chicago City Model.

Institute of Computing in Science (ICiS) Summer Workshop, Park City, UT (2012). Physical and Pervasive Computing in Science. Co-sponsored by Argonne National Laboratory and the Computation Institute, University of Chicago.

CONFERENCES AND SYMPOSIA ORGANIZED

Track Co-Chair, Game Criticism and Analysis Track, Foundations of Digital Games (FDG) 2026 — "Research through Games; Research for Games." Royal Danish Academy, Copenhagen, Denmark, August 10–14, 2026. Co-chair with Carly Kocurek.

Local Co-Chair, Immersive Learning Research Network (iLRN) 2025 — "Reading the World: Immersive Learning and Multimodal Literacies." Chicago, IL, June 15–19, 2025.

Organizing Committee Member and Intelligent Architecture Leader, Institute of Computing in Science (ICiS) 2012 — *Physical and Pervasive Computing in Science*. University of Chicago / Park City, UT.

GRANTS, FELLOWSHIPS, AND SPONSORED RESEARCH

Fellowships and Residencies

Strong Research Fellowship. The Strong National Museum of Play, Rochester, NY. 2026. Project: "The Robotic Operating Buddy as Social Actor: Designing, Marketing, and Failing at Companion Play in 1980s Experiential Media." Competitively awarded research residency (in residence August 3–6, 2026) supporting archival and object-based study of Nintendo's R.O.B. (1985) as an early mass-market attempt to design a robotic play companion. Research drew on the International Center for the History of Electronic Games (ICHEG), the Brian Sutton-Smith Library and Archives of Play, and the museum's toy collections, including hands-on examination of R.O.B., Teddy Ruxpin, and Tomy Omnibot artifacts and analysis of retailer-facing trade materials and period press.

Submitted

Interfaces and Interference: A History of Smart Glasses (Co-PI, with Carly Kocurek, PhD, and Mark Miller, PhD). National Endowment for the Humanities, Dangers and Opportunities of Technology Program. **$149,937**. Submitted 2024 (not funded).

Awarded — As Faculty PI / Co-PI

A Diverse Brain Trust for the Future (Co-PI). VentureWell. **$23,750**. 2022.

User Experience and Technological Opportunities in Golf Fittings (PI). Wilson Sporting Goods. **$50,000**. 2021.

Infosys Internship User Experience Study (PI). Infosys Corporation. **$18,667**. 2021.

Awarded — As Senior Personnel / Contributing Grant Author

The Array of Things: Development of an Urban-Scale Instrument for Interdisciplinary Research. National Science Foundation Major Research Instrumentation program, **Award #1532133. $3.1 million**. PI: Charles E. Catlett (Argonne / UChicago). 2015.

Manifest/Space — South Pole Telescope Exhibition Project, SAIC AIADO (2012). Supported in part by the National Science Foundation and the University of Chicago.

Studio and Project Funding

Motorola Solutions Innovation Generation STEM Grant. GFRY Research Studio, School of the Art Institute of Chicago. 2012.

AWARDS AND HONORS

Strong Research Fellowship, The Strong National Museum of Play, Rochester, NY, 2026.

Exceptional Service to the Game Design and Experiential Media (GEM) Program, Illinois Institute of Technology, 2025.

Best in Show, Wanted Design NYC, for ChiLab's Boolean Lamp, 2014.

Research Fellowship, Urban Center for Computation and Data, The University of Chicago, 2014.

Motorola Solutions Innovation Generation Grant, GFRY Research Studio, SAIC, 2012.

AIADO MFA Award of Academic Excellence, School of the Art Institute of Chicago, 2010.

The George Little Award of Academic Excellence, AIADO, SAIC, 2009.

1st Tennessee Bank FedEx ArtForum, with the Memphis Urban Art Commission, 2007.

Best in Show, "Class of '06 Juried Exhibition,", Lantana Projects, Memphis, TN, 2006.

Graduate Invitational Exhibition, Woods-Gerry Gallery, Rhode Island School of Design, 2002.

TEACHING

Online and Open Courses

Coursera × Illinois Tech — Data Visualization and the Art of Storytelling (launched 2025). Sole instructor. Module within Illinois Tech's Bachelor of Information Technology degree pathway. Enrollment: **266+ learners** as of May 2026.

Illinois Institute of Technology — Faculty Appointment (2024–present)

Graduate / Cross-listed (graduate–undergraduate co-convened)

- COM 380 / COM 525 — User Experience Research and Evaluation (Spring 2025; Spring 2026)

Undergraduate

- COM 380 — Data Visualization and the Art of Storytelling (Summer 2026). Eight-week online session.
- GEM 380 — Elements of Art (Fall 2026)
- IDN 483 — Introduction to Visual Communication (Fall 2026)
- AAH 380 — Elements of Art (Fall 2025)
- COM 380 — Data Visualization and Communication (Fall 2024; Fall 2025; Fall 2026)
- HUM 371 — Fundamentals of Game Design (Fall 2024)

Illinois Institute of Technology — Kaplan Institute / IPRO Program (2015–2024)

Designed and led approximately 33 industry- and community-partnered IPRO studios under the IPRO 397 / 497 sequence. Selected studios:

- Big Monster Toys Lab — Partner: Big Monster Toys (Spring 2023). Co-instructor: Jonathan Hodgkins.
- IPRO Sports Lab — Partner: Wilson Sporting Goods (Spring 2022; Fall 2022; Spring 2023)
- VR and E-Sports Lab — Partners: Wilson Sporting Goods and VR Motion (Fall 2022)
- The Parameterized Space: Innovations in the Built Environment (Spring 2023)
- Smart City Lab — Partners: Underwriters Laboratories and Sargent & Lundy (Spring 2022)
- Design and Tech Entrepreneurship Studio I & II (Spring 2021; Fall 2021)
- Designing the Future of the Departure Lounge — Partners: United Airlines and Infosys Strategic Consulting Group (Summer 2021)
- Hyperloop Advanced Projects (Spring 2021)
- Digital Service Design (Fall 2020)
- Innovations in STEM Education (Fall 2019; Fall 2020)
- Interprofessional Projects with Motorola Solutions (Spring 2020)
- Frontiers in Tech Innovation (Fall 2019)
- All-Sky Camera for Astronomical and Light Pollution Monitoring — Partner: Adler Planetarium (Spring 2019)
- Big Data Analytics and Advanced Visualization: Improving Preparedness and Response to Fire Emergencies and Other Disasters — Partners: American Red Cross and Motorola Solutions Foundation (Summer 2017; Fall 2018; Spring 2019; Fall 2019)

- Innovations in Trucking Logistics for the Burnham Lakefront Development — Partner: Farpoint Development (Fall 2018; Spring 2019)
- Innovating People Movement at the Burnham Lakefront Development — Partner: Farpoint Development (Fall 2018)
- Big Data Analytics to Inspire Public Safety Innovation — Partners: American Red Cross and Motorola Solutions Foundation (Fall 2018)
- Big Data Science and the Urban Experience: A Social Innovation IPRO — co-developed with IIT Institute of Design; sponsors included Motorola Solutions Foundation and Microsoft Corporation (2015–2017)
- Reimagining the STEM Education Experience: A Social Innovation IPRO (2016)
- Airchitecture: Sky's the Limit — Retracing the Technological Evolution of Aviation and Its Impact on Architecture (Fall 2015)

School of the Art Institute of Chicago — Graduate Faculty (2012–2020)

All courses below were taught at the graduate level within AIADO, ATS, and Visual Communications.

- ARCH Advanced Modeling Topics: Introduction to Rhino and Grasshopper — 3D modeling, parametric modeling, rapid prototyping, 3D printing, CNC (2017; Spring 2019; Fall 2019; Fall 2020)
- DO 501 / Designed Objects Prototyping Methods Lab — emerging technologies and Arduino-based microcontroller prototyping (Fall 2014; Fall 2015; Spring 2016; Fall 2017; Spring 2019; Spring 2020)
- Master of Designed Objects Summer Boot Camp — design drawing, CNC milling and routing, model-making (casting and mold-making), laser cutting, 3D printing, algorithmic design (Rhino + Grasshopper), and physical computing (Arduino) (Summer 2016)
- Nodes and Networks — co-instructor: Robb Drinkwater. Integrated technical practice course on community design-build, electronic data sensing, networked microcontroller hardware, parametric programming, and electrical and lighting systems (Fall 2016)
- Bio-Robotic Architecture — responsive and biomimetic architecture, embedded computational infrastructures, human–environmental interaction (2013–2014)
- People vs. Space — co-instructors: Jaume Plensa and John Manning. Site-specific public art studio culminating in exhibition at Richard Gray Gallery (Summer 2012)
- Manifest/Space — co-developed with the Kavli Institute of Cosmological Physics (University of Chicago), Adler Planetarium, and Argonne National Laboratory. Funded in part by NSF and the University of Chicago. Student-fabricated South Pole Telescope exhibition (Spring 2012)
- GFRY Design Studio: A View with a Room — co-instructor: Douglas Pancoast. Funded in part by the Motorola Solutions Innovation Generation STEM Grant. Studio exploring data and physical infrastructures in service of sustainable development (2012–2013)
- The Art of Data Visualization — Faculty of record. Eight-week interdisciplinary course developed with Northwestern University faculty (Summer 2013)

Earlier Teaching

- Teaching Assistant, The Activated Object, Department of Art and Technology Studies, SAIC. Instructor: John Manning (Spring 2010).
- Teaching Assistant, Renaissance Painting Techniques in Italy, Department of Illustration, Rhode Island School of Design (2000–2001).

CURRICULUM AND PROGRAM DEVELOPMENT

Architect, Communications and Emerging Media (CEM) Degree Program, Illinois Institute of Technology (2024–2026). Following appointment as Director of the Information Communications and Data Visualizations (ICDV) program, designed and implemented a redesigned degree pathway: closed the ICDV program and built the new CEM degree program in its place. Currently serve as Program Director of CEM and Chair of the CEM Steering Committee.

Co-Architect, IPRO Labs Framework, Ed Kaplan Family Institute, Illinois Institute of Technology (2021). Co-developed with Limia Shunia. Five-lab structure (CommunityLab, CityLab, EducationLab, GameLab, EnergyLab) launched as the foundational course of the IPRO Program, integrating community and industry partnerships into the interdisciplinary undergraduate experience.

Course Author, Data Visualization and the Art of Storytelling, Coursera × Illinois Institute of Technology Bachelor of Information Technology pathway (launched 2025).

Co-Developer, The Art of Data Visualization — eight-week cross-institutional graduate course pairing SAIC and Northwestern University faculty (Summer 2013). Faculty of record.

STUDENT MENTORSHIP AND ADVISING

Graduate Thesis Advising

- Mia Eastland, Master of Communications, Department of Humanities, Illinois Institute of Technology (2026).

Undergraduate Independent Studies

- Saumya Sukhthankar (Spring 2026)
- Zhiyu Liu — *A Digital Magazine on Dark Patterns Used in Modern Commercial Marketing* (Spring 2026)

Student Startup Mentorship — Kaplan Institute Accelerator

- *Phyesta* — Virtual physics-experiment platform.
- *Kolosseum* — Esports fantasy-team and competition platform.
- *HoneyCo* — Distributed local honey sales platform connecting urban beekeepers and farmers' markets.

IPRO Mentorship at Scale

Faculty of record for approximately 1,300+ undergraduate students across 33 industry- and community-partnered IPRO studios, 2015–2024.

RESEARCH CENTERS, LABS, AND INSTITUTIONAL INITIATIVES

IPRO Labs, Kaplan Institute, Illinois Institute of Technology — Co-Architect (with Limia Shunia, 2021) and Faculty Director (2021–2024). Foundational course structure of the IPRO Program; recognized in IIT institutional communications as the operational model for partner-engaged interdisciplinary undergraduate education.

Center for Sports Innovation, Illinois Institute of Technology — Co-Founder and Founding Core Faculty (2023). The Center, formulated by the IIT research council in February 2023, advances the integration of athletic performance, design, and emerging technology. Areas of contribution: design creativity, AR/VR. Lead industry partnership with Wilson Sporting Goods on sporting equipment R&D, wearable interactive technologies, and immersive media for sport.

ChiLab Design Studio — Founder and Partner (2013–present). Collaborative design atelier producing the Boolean Lamp (Best in Show, Wanted Design NYC 2014), the Unfolding Chair, and other internationally exhibited works.

INDUSTRY, COMMUNITY, AND PUBLIC PARTNERSHIPS

Sustained research, design, and pedagogical collaborations with industry, civic, and research partners, including:

Sports and Sporting Goods: Wilson Sporting Goods (multi-year, IPRO Labs and CSI), VR Motion, Big Monster Toys.

Smart Cities, Infrastructure, and Real Estate: Sargent & Lundy, Underwriters Laboratories, Farpoint Development (Burnham Lakefront), Strategic Property Partners (SPP), McCaffery Interests, Skidmore, Owings & Merrill (LakeSIM), JGMA, Bronzeville Development Association, Motorola Solutions, Microsoft Corporation, City of Chicago.

Aviation and Mobility: United Airlines, Infosys Strategic Consulting Group.

Public Safety and Emergency Response: American Red Cross, Motorola Solutions Foundation.

National Laboratories and Research Centers: Argonne National Laboratory, University of Chicago Urban Center for Computation and Data, Computation Institute, Kavli Institute for Cosmological Physics, Adler Planetarium, Chicago Architecture Foundation.

Construction, Materials, and Risk: LafargeHolcim, DuPont, Zurich Insurance International, Breen Capital Partners, Clean Energy Trust, U.S. Steel Corporation.

Community and Civic: Parkway Ballroom (Cliff Rome / Bronzeville), R.A.G.E. Skatepark, Hothouse, eta Creative Arts Foundation, Cook County Assessor's Office, WorldChicago.

Consumer Goods and Hospitality: Disney, Walmart, Kellogg, Smart Ones Foods, Kuma's Corner.

CREATIVE PRACTICE AND EXHIBITIONS

Selected Exhibitions and Installations

Outside the Box Chicago — ChiLab Design Studios (Bo Rodda with Ben Stagl). Wanted Design NYC, 2016.

City of Big Data — Chicago Architecture Foundation. Dynamic 3D-printed urban data projection-mapping visualization system and platform. May 2014.

Tent London — ChiLab Exhibit. Premiered the Boolean Lamp and the Unfolding Chair. London, UK, 2014.

Chicagoland — Wanted Design NYC, 2013 and 2014. Group exhibition featuring ChiLab alongside AKMD, Steven Haulenbeek, Sung Jang Laboratory, Manifold, Materious, studioBA, and Collection WEST.

CHGO DSGN: Recent Object and Graphic Design — Chicago Cultural Center, Chicago, IL, 2014. Exhibited work: The Unfolding Folding Chair by ChiLab.

Active Light Cloud / Digeotruss — 2009 ACADIA Annual Conference, Art Institute of Chicago.

The Bauhaus — From Laboratory to Project, international conference, Bauhaus-Universität Weimar, Germany (October 15–17, 2009). Active Light Cloud presented in association with SAIC and the GFRY Studio (Anders Nereim, presenter).

GFRY Design Studio: 2000 Watt Living — Making Modern, Sullivan Galleries, School of the Art Institute of Chicago, Graduate Thesis Exhibition, 2010. Work: Active Light Cloud.

GFRY Design Studio: 2000 Watt Living — Fabrica del Vapore, Milan, Italy, 2010 (concurrent with Salone Internazionale del Mobile / Milan Design Week). Work: Active Light Cloud.

AIADO Graduate Thesis Exhibition — Sullivan Galleries, School of the Art Institute of Chicago (May 2010).

Public Light and Space — Paul Gray Gallery, John Hancock Center, Chicago, IL (April 2010).

(re)ACT — interactive video installation. Re:, 2010 GFRY Design Studio Exhibition, Platform 01, Beppu, Ōita, Japan (December 2009).

Corian Can Be Fun — DuPont/SAIC Industry Partners Exhibition, NeoCon, Chicago, IL (2009).

Earlier Exhibitions

First Tennessee Bank ArtForum, FedEx Forum, Memphis, TN (2007–2008); Perspectives (curator: Michael Rooks, Chief Curator of Modern Art, High Museum, Atlanta), Brooks Museum of Art, Memphis, TN (2007); Emerging Artists, Lantana Projects, Memphis, TN (2007); Class of '06 Juried Exhibition (Best in Show), Lantana Projects (2006); group exhibitions at L Ross Gallery, Memphis, TN (2005, 2006); Beyond the Boundary (solo), DCI Gallery, Memphis, TN (2005); Collision Machine (curator: Kathleen Smith), D & S Knitwear, Brooklyn, NY (2005); Graduate Invitational and Senior Painting Exhibition, Woods-Gerry Gallery, RISD (2002); group exhibitions, Spritz-Wipe Gallery (2001) and Broken Bubble, The Space, Providence, RI (2001).

Type Design and Applied Creative Work

- *Snax Script* — original typeface designed for the documentary film *Halcyon Daze: The Final Voyages of Disney's Star Wars: Galactic Starcruiser* (2024).
- *Chicago Architecture Foundation City Model 2.0* — Dynamic Data Visualization Platform.
- *Boolean Lamp* and *Unfolding Chair* — ChiLab Design Studio.

SELECTED CONSULTING AND APPLIED ENGAGEMENTS

Project Director, The Imagine Project — ImagineDev LLC (2016–2017). Directed development of a major Chicago smart-city innovation district plan; identified and developed institutional, industrial, governmental, and community partnerships; coordinated the master development, master urban planning and design teams, marketing teams, and civic outreach. Delivered presentation to the City of Chicago Development Board.

Technical Advisor and Lead Developer, City of Big Data exhibition — Chicago Architecture Foundation (2014). Designed and developed a six-projector mapping system for the Foundation's physical 3-D city model; produced all animations, transitions, and content; curated data sets; coordinated stakeholders and data scientists.

Human-Centered Design Strategist and Business Development Consultant — TURF, Chicago, IL. Clients: Rieke Office Furniture; Flexie LLC.

Graphic Designer, Halcyon Daze: The Final Voyages of Disney's Star Wars: Galactic Starcruiser (independent documentary film, 2024–2025). Developed graphic identity and original typeface (*Snax Script*).

Director, L|Ross Gallery, Memphis, TN (2003–2007). Gallery direction including artist representation, exhibition curation, and arts administration.

Selected additional consulting clients: Civilocity LLC, Chickasaw Renewables, Clareo, Colony 5, DC Vast, Breen Capital Partners, Bronzeville Development Association, JGMA, Adler Planetarium, Kavli Institute of Cosmological Physics (UChicago), Disney, Walmart, Smart Ones Foods, Kellogg, Kuma's Corner.

SELECTED MEDIA COVERAGE AND PUBLIC SCHOLARSHIP

Lasky, J. (2013, May 23). Going for the remix. *The New York Times*, D1, D6–D7.

Gowda, K. (2013, August 8). Empathetic mapping: Redrawing Chicago to examine school choice. *Scientific American* (Guest Blog).

Tuhus-Dubrow, R. (2014, December 6). What happens when developers, scientists and supercomputers connect on urban design. *Next City*.

Sisson, P. (2015, January 16). Using a real-life SimCity to design a massive development. *Curbed Chicago*.

Sunata, S. (2012, October 12). The Big Bang — view from the South Pole. *Medill Reports*.

Kopes, S. (2012, April 27). South Pole Telescope exhibit headed for Washington, New York. *UChicago News*.

Kuang, C. (2009, May 6). Living on 2000 watts. *Fast Company*.

Pham, D. (2009, May 6). Milan 2009: 2000 Watt Living by GFRY Studio. *Inhabitat*.

Earlier press coverage in *The Memphis Commercial Appeal* (Koeppel, 2005, 2007), *Memphis Flyer* (Knowles, 2007), and *MidSouth Living* (Martin, 2003).

INSTITUTIONAL SERVICE

University and College

- Chair, Project Committee, School of Design + Society (2026–present). Charged with defining the project-based and experiential learning structure for the School at both the undergraduate and graduate levels.
- Member, MDes and MS Program Alignment Committee, School of Design + Society (2026–present).
- Faculty Advisor, Claude Builder Club, Illinois Institute of Technology (2026–present).
- NCAA Faculty Athletic Representative (FAR), Illinois Tech Athletics (2023–present). Institutional liaison to the NCAA on academic standing and student-athlete welfare.
- Member, University Industry Partnership Strategic Planning Group, Office of the Provost (2023–2025).
- Member, Core Curricular Accreditation Committee (CACC) (2022–2024).
- Co-Founder and Founding Core Faculty, Center for Sports Innovation (2023–present).

Department and Program

- Program Director, Communications and Emerging Media (2026–present).
- Chair, Communications and Emerging Media Steering Committee (2026–present).
- Architect of the CEM degree program (replacing the prior Information Communications and Data Visualizations program); Director, Information Communications and Data Visualizations (until program closure, 2026).
- Member, Games and Experiential Media (GEM) Steering Committee, HASS (2023–present).
- Member, Humanities and ICDV (COMM) Steering Committee, HASS (2024–2026).
- Member, Faculty Hiring Committee, HASS (2025–2026).
- Member, Faculty Hiring Committee, Humanities (2024–2025).

Service to the Profession

- Track Co-Chair, Game Criticism and Analysis Track, Foundations of Digital Games (FDG) 2026.
- Editorial Reviewer, *New Media & Society* (2025–present).
- Local Co-Chair, Immersive Learning Research Network (iLRN) 2025.

TECHNICAL, DESIGN, AND RESEARCH METHODS

Design and Visualization: Rhino, Grasshopper, parametric and algorithmic modeling, projection mapping, 3D printing, CNC milling and routing, casting and mold-making, laser cutting, type design, identity systems.

Data and Computation: GIS (enterprise GIS testing at Argonne), urban data visualization, simulation-based design tools (LakeSIM), large-scale data analytics.

Interactive and Embedded Systems: Microcontroller-based prototyping (Arduino), networked sensing and IoT, cyber-physical systems, computer vision, fluid simulation.

Games and Experiential Media: Game design, immersive learning environments, AR/VR, multi-agent conversational systems.

Research Methods: User experience research and evaluation, qualitative coding, decision-quality analysis, design research, practice-based research.

PROFESSIONAL AFFILIATIONS

Data Visualization Society (DVS).

REFERENCES

Available upon request.