



Cindy
Jeffers



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TECHNOLOGY & DESIGN EXPERIENCE

Huffington Post New York City, USA *April '10 – present*
Vice President, Technology

R/GA New York City, USA *Jan. '10 – April '10*
Senior Interaction Designer

- Designed interactive experiences for retail environments
- Developed information architecture and research documents; authored sitemaps, wireframes, pitch materials, competitive reviews, heuristics, and personas
- Clients included Verizon Wireless, Verizon Telecom

Distance Lab Forres, Scotland *Sept. '07 – Dec. '09*
Abunzi Project Lead & Researcher

- Developed a phone application to strengthen informal justice systems in sub-Saharan Africa
- Researched a technology to connect people in post-conflict situations to distant international courts & tribunals addressing their conflict
- Designed & lead workshops on building networked objects

American Museum of Natural History New York City, USA *Aug. '05 - Aug. '07*
Interaction/Visual Designer

- Designed interfaces for interactive installations, touchscreens, and games
- Developed concept and information architecture; built final experience and visuals
- Exhibitions included Climate Change, Water, Hall of Human Origins, Darwin, Lizards and Snakes, and Mythical Creatures

R/GA New York City, USA *Feb. '04 – July '05*
Interaction Designer

- Designed user experiences for websites, digital signage, mobile phones, kiosks, and games
- Developed information architecture and research documents; authored sitemaps, wireframes, pitch materials, competitive reviews, heuristics, and personas
- Clients included Nokia, Target, T-Mobile, Bank of America, Verizon Wireless and IBM

New York University - Center For Advanced Technology New York City, USA *May - Sept. '02*

- Artist Assistant and Junior Research Scientist for Natalie Jeremijenko
- Researched and installed physical and web-based interactive installations
 - Prototyped interactive physical installations
 - Programmed animations for digital signage

New York University - Center for Design, Digital Arts and Film New York City, USA *Sept. '01-Dec. '04*
Teaching Assistant for Multimedia Design and Production course

- Assisted instructor in preparation and development of course material
- Aided students with project development and execution

PERSONAL TECHNOLOGY PROJECTS

Heddatron Robot Actors New York City, USA *Aug. '04 - Feb. '06*

- Designed and built five robot actors for *Heddatron*, an adaptation of *Hedda Gabler*, written by Liz Merriweather, produced by the Les Freres Theater Company
- Advised scriptwriter and director on technological and robotic concepts
- Remote-controlled the robots from behind the stage for three-week theatrical run and rehearsals

Robot Parade New York City, USA *'05 - present*

- Produce annual parade where attendees dress up and act like a robot
- Intended to get people thinking about the role sentient technologies will play in our lives

Global Protest Map New York City, USA *Sept. '02 – Feb. '04*

- Designed and developed a mechanical topographical map to display global information and trends
- Visualized data sets pertaining to striking activity in semiconductor factories to show the health impacts of off-shoring semiconductor factories and fabrication laboratories

Networked Canvas New York City, USA *Sept. '02 - Aug. '03*

- Designed and developed user interface, circuit and code for hand-held interactive video display device

Commedia dell'Arte New York City, USA *June - Sept. '03*

- Designed and built control glove for 3D multi-user interactive theater application

LED CUBE New York City, USA *Jan.-Dec. '02*

- Built and authored code for a 3D display unit which showed audio, video and statistical data sets

Turntables New York City, USA *May. - Aug. '03*

- Created circuit for a fork and knife musical instrument set to produce unexpected auditory dining performances and interventions

EXHIBITIONS & PERFORMANCES

Hans the robot, NBC's Late Night with Jimmy Fallon, New York City, USA, June 2009

Oral Wiki, The Lighthouse, Glasgow, Scotland, *Mar. 2009*

Heddatron Robots, Schenectady Museum, Schenectady, USA, *July 2006*

Robot Cabaret, Ars Nova - Automatic Vaudeville, New York City, USA, *June 2006*

Robot Cabaret, Ensemble Studio - Cabaret Scientifique, New York City, USA, *May 2006*

Heddatron Theatrical Run, HERE Theater, New York City, USA, *Feb. 2006*

Cocoon02, Decompression Benefit, New York City, USA, *Nov. 2003*

Chamber of Her Brightest Secrets, Burning Man Festival, Black Rock City, USA, *Aug. 2003*

Rodentia, Dupree Gallery, Philadelphia, USA, *May - June 2003*

Global Protest Map, Tisch School of the Arts, New York City, USA *May - Aug. 2003*

LED CUBE, Tisch School of the Arts, New York City, USA *May - Dec. 2002*

Send By Semaphore #3, Tisch School of the Arts, New York City, USA *Feb. - May 2002*

LECTURES & TALKS

Euro-Africa Cooperation Forum on ICT Research, Addis Ababa, Ethiopia *February 4, 2010*

Discussed research and development of a phone application for the informal justice system in Rwanda

Pecha Kucha, New York University, New York City, USA *October 3, 2009*

Discussed research and development of a phone application for the informal justice system in Rwanda

ISEA Conference, Belfast, Northern Ireland *August 27, 2009*

Discussed professional capital and informal justice systems

IST-Africa Conference, Kampala, Uganda *May 7, 2009*

Presented the paper "An Oral Wiki to Support Informal Justice Systems"

New York University, New York City, USA *Feb. 15, 2007*

Discussed designing and building robots for *Heddatron*

North American Computing and Philosophy Conference

Rensselaer Polytechnic Institute, Troy, USA, *Aug. 11, 2006*

Lectured on robots in theatre and art, the future of artistic collaboration between humans and electronic entities, *Heddatron* and Hans the robot's cabaret act

Schenectady Museum, Schenectady, USA *July 22, 2006*

Presented experiences with designing and building robots for *Heddatron*

Dorkbot, Location One Gallery, New York City, USA *Mar. 1, 2006*

Discussed designing and building robots for *Heddatron*

PUBLICATIONS

Cindy Jeffers and Stefan Agamanolis, "An Oral Wiki to Support Informal Justice Systems," paper, IST-Africa 2009, Kampala, Uganda, May 6-9, 2009.

Cindy Jeffers and Stefan Agamanolis, "The Abunzi Technology: Oral Web 2.0," poster, Design Connexity: The Eighth International Conference of the European Academy of Design, Aberdeen, Scotland, April 1-3, 2009.

AWARDS

European Innovative Games Award, Shortlist, Remote Impact, 2008
Siggraph Conference, Sketches & Applications, Commedia dell'Arte, 2003
Cannes Cyber Lion, Bronze E-Commerce, Target Design for All, 2006
Horizon Interactive Award, Silver Winner, Target Design for All, 2005
ad:tech, Best of Show and Best Consumer Web site, Target Design for All, 2005
WebAwards, Outstanding Website, Target Design for All, 2005
Forrester Research Award, Bank of America's Customer Learning Center, 2005

SKILLS & INTERESTS

Hardware: Interface cameras, circuits and sensors with applications, databases and networks
Software: Flash, Director, Final Cut, After Effects, InDesign, Photoshop, Illustrator
Programming: Java, C/C++, ADA95, PICBasic Pro, Basic, VoiceXML, Arduino, Processing
Materials: Resin, polyurethane, rubber, wood, steel, aluminum, acrylic, foam, clay
Languages: English (native), French (proficient)
Travel: Argentina, Austria, Bosnia, Cameroon, Canada, China, Croatia, Czech Republic, Ecuador, Ethiopia, France, Germany, Hungary, Ireland, Italy, Japan, Malaysia, Mexico, Montenegro, Portugal, Russia, Rwanda, Serbia, Singapore, Slovenia, Switzerland, Uganda, United Kingdom

EDUCATION

New York University New York City, USA *Aug. '01 - May '03*
MPS: Interactive Telecommunications, concentration in physical computing

Barnard College New York City, USA *Jan. '94 - May '97*
BA: Women's Studies, concentration in English Literature (West African)

Université de Yaoundé Yaoundé, Cameroon *Jan.-May '96*
Study Abroad