

James Derek Lomas

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Education

University of California San Diego, La Jolla, CA

M.F.A., to be completed Fall 2008 GPA: 3.8

"Social Design" thesis analyzes objects and environments that generate and support social interactivity.

Massachusetts Institute of Technology, Cambridge, MA

Visiting Student: International Development Design Summit, Summer 2008

Led team of six to organize development framework for ultra-low-cost computers. See playpower.org

Yale University, New Haven, CT

B.A. Cognitive Science, May 2003 GPA: 3.3

Thesis relates the neuroscience of imitation and empathy to the design of Human-Computer Interactions and Computer-Aided Learning.

Experience

University of California San Diego, La Jolla, CA

Lecturer and Teaching Assistant, October 2005-Present

Developed and taught Social Design course series: "*Developing Technologies for Developing Economies*," remotely taught via streaming video from locations in India, and award-winning "*Social Architectures*."

Assistant for: "*Modern Sound Design*," "*Electronics for the Arts*," and "*History of Art and Technology*."

Qualcomm Inc, Mumbai, India

Overseas Engineering Intern, June-October 2007

Developed applications for project "Mobile Phone as First Computer," in collaboration with 2 engineers. "VIM," a spoken language interface; "*Phrase Trainer*," a computer-aided language learning tool; and "*Sparks*," a device to charge mobile devices using human power. Conducted interaction design, economic research and analysis, business case development, and ethnographic field research in rural and urban India.

Social Movement Laboratory, Calit2, UC San Diego

Director, January 2006-June 2007

Led the development of a data-mining and visualization engine for analyzing patterns of social interaction on Myspace.com, using a 50-screen display. Directed yearlong online ethnography; published research.

Findaway Inc, Chagrin Falls, OH

Product Development Specialist. April 2005-October 2005

Findaway Inc. produces cutting-edge digital media products with a philosophy of radical usability. Assisted the development of the "Playaway" user experience and packaging design. Produced foundational research and analysis on alternative markets (now worth >\$5 million per year). Mentored by CEO Christopher Celeste.

Scape Networks Inc, Newport Beach, CA

Project Manager and Interface Designer. June 2002 -January 2005

Successfully led the design and development of custom social network for *Teach For America*.

Universal Music Group, New York City

Assistant to Senior Vice President. August 2003 -May 2004

Conducted research and analysis on contemporary youth culture and digital media networks.

The Backpack Project, New Haven, CT

Art Gallery Coordinator for Citywide Art Project. April -September 2002

Coordinated a critically acclaimed community art project involving nearly 200 artists.

Et Cetera

Invited Speaker

Playpower! \$12 Computers for Radically Affordable Computer Aided-Learning, O'Reilly Emerging Technology Conference, San Jose, 2009; *Mobile Phone as First Computer*, Engineering Deans Institute, San Diego, 2008; *American Intern in Mumbai*, "International Management Consultants Association Awards, Mumbai," 2007; *Social Design*, Institute for the Future (ITF) "Horizons of Technology," 2007; *Social Architectures*, UC Berkeley, "State of the Arts," 2007; *Attentional Capital Networks on Myspace.com* Resource Interactive, "iCitizen Conference," 2006; *SCAPE: Socially Connected Academic Peer Exchange* Chelsea Art Museum "Interactive Media Culture Conference", 2005; *Alternative Media Distribution Networks* "Yale Law School Innovation Summit," 2003

Exhibitions

RealTimeLapse MakerFaire and O'Reilly Etech, 2007; *Identity Construction* Marcuse Gallery, San Diego, 2007; *Social Architectures*, San Diego, 2007; *Comparative Graffiti Study* ISEA, San Jose, 2006; *The Backpack Project* ArtSpace, New Haven, 2002; *Memory Columns* Yale University, 2002

Awards

Yale Entrepreneurship Society (YES): *50K Business Plan Competition* First Prize Winner "Scape Networks" (2004); YES Executive Summary Prize Winner: 2003 for *D-SWAP*; 2002 for *Better Mind*; UC Institute for Research in the Arts: *Open Classroom* award for 2007 course "Social Architectures."

Publications

Lomas, D et al. (2008) *Playpower: Radically Affordable Computer-Aided Learning with \$12 TV-Computers*. [Proceedings of the 2008 Meaningful Play Conference](#), East Lansing, MI. Oct 9 2008.

Lomas, D (2008) *Attentional Capital and the Ecology of Online Social Networks*. In M. Tovey (Ed.), *Collective Intelligence*, (pp 163-172) Oakton: EIN Press

Lomas, D (2007) *Cognitive Artifacts: An Art-Science Engagement*. [Proceedings of the 6th ACM SIGCHI Conference on Creativity & Cognition](#), Washington, DC June 2008, pp. 189, New York: ACM

Conferences

Meaningful Play, 2008; Delhi Sustainable Development Summit, 2008; Green Investors Forum, Mumbai 2007; O'Reilly Emerging Technology Conference, 2004 & 2007; BloggerCon, 2004; Accelerating Change at Stanford University, 2004; CTIA (Cellular Telecommunications & Internet Association) Conference, 2005

Skills

Ethnographic Research, Usability Testing, Interaction Design, Rapid Prototyping, Design for Affordability, Social Design, Product Experience Design, Market Research, Project Management, Business Plan Writing, Viral and Youth Marketing, Public Speaking, Graphic Design (Photoshop, Illustrator, InDesign), Office Software (Excel, Powerpoint, Keynote), Word Processing (85 WPM), Sound Design, Web Design

Online Portfolio:

playpower.org – Community site for open-source development of 8-bit computer-aided learning tools

gamelibratory.com – Website for a new video games research library/laboratory at UC San Diego

design4dev.com – Wiki supporting the design of technologies for developing technologies

revolv.in – Website documenting experience working for Qualcomm, India in Mumbai

socialmovement.org – Website for the Social Movement Laboratory

socialarchitectures.com – Wiki supporting award winning 'Social Architectures' course