

# Dr. Gustavo Alfonso Rincon, Ph.D., M.Arch., M.F.A., B.Sc., B.A.

· SB/ LA, CA · cell # - AUR · grincon@ucsb.edu · w2.mat.ucsb.edu/grincon/ · linkedin.com/in/gustavoarincon/ ·

· Creative Design Director · Educator · Immersive Media Researcher · New Media Architectures Scholar · Technologist ·

**NB:** Educated as an architect, artist, curator, entrepreneur, and media arts/design-engineering scholar, Rincon is the creator of *New Media Architectures*, an interdisciplinary research framework at the intersection of AI, emerging media, AR/VR/XR, UI/UX design, and spatial interactive computing. His research explores the potential of immersive virtual environments (IVEs) as platforms for real-time arts–science experimentation and knowledge production within the AlloSphere Research Group. A strong advocate for education and research as fundamental human rights, Rincon's work has been exhibited nationally and internationally, and he has served clients globally. He brings extensive leadership experience as an educator, entrepreneur, director, and researcher, with a proven record of developing/managing interdisciplinary partnerships and teaching spanning conferences, colleges, and R1 universities. Rincon specializes in building collaborative creative teams and guiding innovative impactful projects from concept development and strategic funding acquisition through design implementation, public engagement, and dissemination.

## EXPERIENCE

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| AlloSphere, University of California, Santa Barbara (UCSB), SB, CA   | 2008 – Current |
| <b>DESIGN RESEARCH DIRECTOR + CURATOR (SR. ADVISOR)</b> , Media Arts & Technology  | 03/25 - C      |
| <ul style="list-style-type: none"><li>• Directs interdisciplinary research integrating architecture, design, media arts, engineering &amp; science</li><li>• Collaboratively designs research proposals &amp; projects w/ academic, nonprofit, &amp; industry partners</li><li>• Assists Director with administrative bus./client/donor dev., grant writing, &amp; community support</li></ul> |                |
| <b>POSTDOCTORAL FELLOW</b> , AlloSphere + MAT  | 01/22 - 03/25  |
| <b>ASSOCIATE SENIOR LEAD RESEARCHER + CURATOR</b> , AlloSphere + MAT   | 04/24 - 12/24  |
| <b>ASSISTANT SENIOR LEAD RESEARCHER</b> , AlloSphere + MAT   | 07/21 - 12/21  |
| <ul style="list-style-type: none"><li>• Led research design initiatives on IVE exhibitions: Arts, Academic, &amp; Science Edu. programming</li><li>• Project managed NPO/NSF grants, &amp; industry proposals (analysis, budgets, editing, graphics, writing)</li></ul>  |                |
| <b>DESIGN COMMUNICATIONS DIRECTOR</b> , AlloSphere   | 01/19 - 06/21  |
| <ul style="list-style-type: none"><li>• Developed an online comms. outreach infrastructure for donors, industry, &amp; research partners</li><li>• Created foundational research graphics assets for academic &amp; industry collaborations</li></ul>  |                |
| <b>RESEARCHER (GSR)</b>  | 03/14 - 08/20  |
| <ul style="list-style-type: none"><li>• Contributed to research projects at the AlloSphere, including designs &amp; deployment in IVE's</li><li>• Managed GSR's &amp; TA's in creation of new exhibitions/events design &amp; research projects</li></ul>  |                |
| New Media Architectures (NMA)   (Online - International), SB/LA, CA  | 2020 – C       |
| <b>FOUNDER - CREATIVE DESIGN RESEARCH DIRECTOR</b>   |                |
| <ul style="list-style-type: none"><li>• Provides design solutions on Concept(Analysis)/Development/Implementation on Visualizations</li><li>• Consults on Edu. NPO, ParaEd Design Models, Planning Events/Exhibitions/IVE's, Sci-Tech Research</li></ul>   |                |

## NPO

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| Panarchic Codex® :: Design for Living with Wildfire, USA + UK  | 2025 – C    |
| <b>CO-DIRECTOR</b>   |             |
| <ul style="list-style-type: none"><li>• Co-creating new international online hybridized curriculum infrastructure &amp; research network</li><li>• Collaborates with Fndn. Director on content creation, global branding, research dev., &amp; outreach</li></ul>            |             |
| ACM SIGGRAPH, Digital Arts Community Committee, Yr. Programming Online, NY, NY   | 2023 – C    |
| <b>CURATOR (ONLINE + Host Cities) + INTL. LEAD ORGANIZER - COMMUNICATIONS</b>  |             |
| <ul style="list-style-type: none"><li>• Organizes/Moderates/Designs both at the conference/online exhibition events, panels, &amp; talks</li><li>• Leads Intl. online comms. initiatives thru Social Media distribution networks including ListServe distr.</li></ul>        |             |
| Digital Futures International   (Online - International) (2020) - Nonprofit, CA, USA   | 2020 – C    |
| <b>CO-DIRECTOR + CURATOR + ASSOC. SR. INTL. LEAD ORGANIZER</b>   |             |
| <ul style="list-style-type: none"><li>• Co-steer's Intl. teams in dev. into a 4+ mill. views YT channel w/ events, panels, tutorials, &amp; workshops</li><li>• Co-organizes new online programming initiatives for Open Calls, Panels, Tutorials, &amp; Workshops</li></ul> |             |
| Leonardo/ISAST (Arizona State University) + Lumens Prize Fdn., USA + UK  | 2020 – 2021 |
| <b>CO-CREATIVE DESIGN LEAD - ONLINE LUMENS PRIZE EXHIBITION</b>  |             |

- Co-created the first curated online interactive immersive arts catalog platform for all Awardees
- Designed/Produced computationally optimized 3D assets/data for an online intl. exhibition event

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## TEACHING - SELECTED

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### NON-TENURE TRACK PROFESSOR

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| Berkeley City College, MultiMedia Arts (MMArts), Berkeley, CA - Online,  | 23 – C |
| <ul style="list-style-type: none"> <li>○ WorldMaking - A.I., Sound, &amp; WorldMaking Futures - A Studio Research Practice</li> <li>○ Graphic Visualization - Theory to Practice, Data Design for Digital Media</li> <li>○ Labs: Online Games &amp; Interactivity &amp; Mobile and Cross-Platform Web</li> </ul>   |        |
| OTIS College of Design, Liberal Arts and Sciences + Interactive Product Design, LA, CA   |        |
| <ul style="list-style-type: none"> <li>○ Design History &amp; Product Design History: Theory 1900 - Present, Contemporary Art &amp; Tech.</li> <li>○ Design Studio VI: Design Theory &amp; Technology (Graphics &amp; Manufacturing)</li> <li>○ Professional Practice Series: I &amp; II: Bus. Planning &amp; Strategies; Thesis Exhibition Prep &amp; Book</li> </ul> |        |

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### GRADUATE TEACHING ASSISTANT

University of California - Santa Barbara, Areas: ArtsSci - Mechatronics, Media Arts, & Tech. Mgmt., SB, CA  
 California Institute for the Arts (CalArts), Areas: Art, Music & Design, Valencia, CA

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## SERVICE - SELECTED

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### AWARDS - JUROR - SCIENCE COMMUNICATION

National Academies + Schmidt Futures - Excellence in Science Communications Awards , D.C., USA 23 - C

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### EDITORIAL BOARD REVIEWER (SCIENTIFIC COMMITTEE) - MONOGRAPHS

Design International Series, Franco Angeli, Milan, Italy 23 - C

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### PEER REVIEWER - JOURNAL ARTICLES

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|--|--------|
| Digital Creativity, Taylor & Francis Group, Oxfordshire, England   | 26     |
| Artnodes   RACO, Universitat Oberta de Catalunya, Barcelona, Spain | 24 - C |
| Leonardo/ MIT Press, Oakland, CA & Cambridge, MA, USA              | 23 - C |

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### PEER REVIEWER (SHEPHERD) - ARTS PAPER TRACK

|  |        |
|--|--------|
| ACADIA (The Association for Computer Aided Design in Architecture), Fargo, ND, USA | 25 - C |
| Ars Electronica -Expanded Conference, Linz, Austria                                | 25 - C |
| ACM SIGGRAPH - USA, NY, NY, USA  | 23 - C |
| ACM SIGGRAPH - ASIA  | 24   C |
| SIGGráDi (The Ibero-American Society of Digital Graphics), Montevideo, Uruguay     | 23 - C |

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### JUROR - ARCHITECTURAL DESIGN (CRITIC), ANIMATION, ART, & MEDIA ARTS

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| ACM SIGGRAPH - USA, Art Gallery (Triage) , NY, NY, USA   | 24 - C |
| ACM SIGGRAPH - USA , Opportunity Travel Grant, NY, NY, USA   | 24 - C |
| HVAF (The Happy Valley Animation Festival), Animated Short, Penn State, State College, PA, USA       | 26     |
| Southern California Institute of Architecture, Thesis Summer Reviews - Grad. Exhibition, LA, CA, USA | 25     |

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## SKILLS

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**Academic:** App Mgmt., Contracts, Donor Relations, Eval., fundraising, NSF Grants, PR, Reports, Writing, Rev.  
**Business:** Admin., Billing, Contracts, Client Mtgs., Editing, Presentations, Project Mgmt., Proposals, Reports  
**Edu.:** Adobe Suite, CANVAS, Ed. Vid., GauchoSpace, Google Forms + Office, Miro, Office, YT Streaming, Zoom  
**Online:** Asset Creation, Coord., Live Streaming + Moderation: Online Mtgs., Social Media Mgmt., Transcription  
**Design Science:** 3d CAD Proto, Data, CNC, Fab. Photo/Vid., 3d Des. /Illus., Sci. Viz., Qual.+ Quant. Expt., UI/UXR

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## EDUCATION

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| University of California, Santa Barbara (UCSB), Santa Barbara, CA   | 2020 |
| <ul style="list-style-type: none"> <li>• <b>Ph.D. in Philosophy</b>, Media Arts and Technology (MAT), Colleges of Engineering + Letters &amp; Sciences</li> </ul> |      |
| University of California, Los Angeles, LA, CA   |      |
| <ul style="list-style-type: none"> <li>• <b>Master of Architecture</b>, Department of Architecture and Urban Design (AUD)</li> </ul>                              |      |
| California Institute of the Arts (CalArts), Valencia, CA  |      |
| <ul style="list-style-type: none"> <li>• <b>Master of Fine Arts</b>, School of Art</li> </ul>   |      |
| University of Maryland (UMD), College Park, MD  |      |
| <ul style="list-style-type: none"> <li>• <b>Bachelor of Science in Architecture</b>, School of Architecture, Planning, and Preservation</li> </ul>                |      |
| University of Maryland (UMD), College Park, MD  |      |
| <ul style="list-style-type: none"> <li>• <b>Bachelor of Arts</b>, Art Department</li> </ul>   |      |