

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/ •

• Curator • Director (Art + Creative + Design + Managing + Research) • Educator • 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, design, emerging media, AR/VR/XR, UI/UX, and spatial interactive computing. 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 communication, design implementation, events, and public engagement. A strong advocate for education and research as human rights, Rincon's work has been exhibited nationally and internationally, and he has served clients globally.

EXPERIENCE

AlloSphere, University of California, Santa Barbara (UCSB), SB, CA 2008 – Current
DESIGN RESEARCH DIRECTOR + CURATOR (SR. ADVISOR), Media Arts & Technology 03/25 - C

- Directs interdisciplinary research integrating architecture, design, media arts, engineering & science
- Collaboratively designs research proposals & projects w/ academic, nonprofit, & industry partners
- Assists Director with administrative bus./client/donor dev., grant writing, & community support

POSTDOCTORAL FELLOW, AlloSphere + MAT 01/22 - 03/25
ASSOCIATE SENIOR LEAD RESEARCHER + CURATOR, AlloSphere + MAT 04/24 - 12/24
ASSISTANT SENIOR LEAD RESEARCHER, AlloSphere + MAT 07/21 - 12/21

- Led research design initiatives on IVE exhibitions: Arts, Academic, & Science Edu. programming
- Project managed NPO/NSF grants, & industry proposals (analysis, budgets, editing, graphics, writing)

DESIGN COMMUNICATIONS DIRECTOR, AlloSphere 01/19 - 06/21

- Developed an online comms. outreach infrastructure for donors, industry, & research partners
- Created foundational research graphics assets for academic & industry collaborations

RESEACHER (GSR) 03/14 - 08/20

- Contributed to research projects at the AlloSphere, including designs & deployment in IVE's
- Managed GSR's & TA's in creation of new exhibitions/events design & research projects

New Media Architectures (NMA) | (Online - International), SB/LA, CA 2020 – C
FOUNDER - CREATIVE DESIGN RESEARCH DIRECTOR

- Provides design solutions on Concept(Analysis)/Development/Implementation on Visualizations
- Consults on Edu. NPO, ParaEd Design Models, Planning Events/Exhibitions/IVE's, Sci-Tech Research

NPO

ACM SIGGRAPH, Digital Arts Community Committee, Yr. Programming Online, NY, NY 2023 – C
CURATOR (ONLINE + Host Cities) + INTL. LEAD ORGANIZER - COMMUNICATIONS

- Organizes /Moderates/Designs both at the conference/online exhibition events, panels, & talks
- Leads Intl. online comms. initiatives thru Social Media distribution networks including ListServe distr.

Digital Futures International | (Online - International) (2020) - Nonprofit, CA, USA 2020 – C
CO-DIRECTOR + CURATOR + ASSOC. SR. INTL. LEAD ORGANIZER

- Co-steer's Intl. teams in dev. into a 4+ mill. views YT channel w/ events, panels, tutorials, & workshops
- Co-organizes new online programming initiatives for Open Calls, Panels, Tutorials, & Workshops

ADDED EXPERIENCE

CO-DIRECTOR, Panarchic Codex® :: Design for Living with Wildfire, USA + UK 2025 – C
CO-CREATIVE DESIGN RESEARCH LEAD, Leonardo/ISAST (ASU) + Lumens Prize Fdn., USA + UK 20 – 21
DESIGN PROJECT MANAGER | PROJECT DESIGNER | ART DIRECTOR | R & D, Plasis Design, LLC, LA, CA
PROJECT DESIGNER, HTH Architects LLP., Beverly Hills, CA
SR. ARCHITECTURAL DESIGNER, 5 Design Inc., Hollywood, CA
DIRECTOR & MANAGING DESIGN CURATOR, Foundation for Art Resources (F.A.R), LA, CA
ASSOCIATE DIRECTOR - LA, Emitto.net, LA, CA
SR. ARCHITECTURAL DESIGNER | PROJECT MANAGER, Bobrow/Thomas & Associates, LA, CA

ARCHITECTURAL DESIGNER, SCR.LLC, LA, CA

DESIGN PRINCIPAL | ART DIRECTOR | R & D, Wildstar Design & Tensor Design Associates, LA, CA

TEACHING - SELECTED

NON-TENURE TRACK PROFESSOR

- Berkeley City College, MultiMedia Arts (MMArts), Berkeley, CA - Online, 23 - C
- Worldmaking Futures Studio - A.I. & Soun; Graphic Visualization; Design for Digital Media
 - Labs: Online Games & Interactivity & Mobile and Cross-Platform Web
- OTIS College of Design, Liberal Arts and Sciences + Interactive Product Design, LA, CA
- Design History & Product Design History: Theory 1900 - Present, Contemporary Art & Tech.
 - Design Studio VI: Theory & Technology; Professional Practice: I & II: Bus.; Thesis Exhibition

GRADUATE ASSISTANT: TEACHING + TECHNICAL

- University of California - Santa Barbara, Areas: Art, ArtsSci - Mechatronics, Media Arts, & Tech. Mgmt., SB, CA
- University of California - Los Angeles, Areas: Arch. Design Graphics & Computation, & Fabrication, LA, CA
- California Institute for the Arts (CalArts), Areas: Art + Design, & Music, Valencia, CA

SERVICE - SELECTED

AWARDS - JUROR - SCIENCE COMMUNICATION

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

EDITORIAL BOARD REVIEWER (SCIENTIFIC COMMITTEE) - MONOGRAPHS

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

PEER REVIEWER - JOURNAL ARTICLES

- 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

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
- SIGGrADi (The Ibero-American Society of Digital Graphics), Montevideo, Uruguay 23 - C

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

- 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

SKILLS

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

EDUCATION

- University of California, Santa Barbara (UCSB), Santa Barbara, CA 2020
- **Ph.D. in Philosophy**, Media Arts and Technology (MAT), Colleges of Engineering + Letters & Sciences
- Diss:** *Shaping Space as Information: A Conceptual Framework for New Media Architectures*
- University of California, Los Angeles, LA, CA
- **Master of Architecture**, Department of Architecture and Urban Design (AUD)
- California Institute of the Arts (CalArts), Valencia, CA
- **Master of Fine Arts**, School of Art
- University of Maryland (UMD), College Park, MD
- **Bachelor of Science in Architecture**, School of Architecture, Planning, and Preservation
- University of Maryland (UMD), College Park, MD
- **Bachelor of Arts**, Art Department