



DAVID WALCZYK, Ed.D.

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SUMMARY

David is a seasoned innovator with 12 years of experience in the application of interaction design, informal learning and media ecology to the design of service interfaces. Bottom-up, usability-centric design and leadership facilitation, driven by organizational objectives, user needs, design research, and whole systems thinking. Well-developed mentoring, competency-building within organizations, writing, and presentation skills and broad executive-level experience interacting with and advising senior business leaders and national policy-makers. Extensive experience in the research, strategy, design, programming and implementation of interactive digital media.

CURRENTLY

PRATT INSTITUTE, New York, New York
Assistant Professor of Information Science (tenure-track)
'Director', Cultural Informatics Design Lab

MEDIAECO, New York, New York
Principal Designer

EDUCATION

COLUMBIA UNIVERSITY TEACHERS COLLEGE, New York, New York
Doctor of Education, Communication and Education, 2004
Master of Arts, Computing and Education, 1997

THE COLLEGE OF SAINT ROSE, Albany, New York
Bachelor of Science, Computer Science, 1995

SAMPLES

<http://pratt.edu/~dwalczyk/>

EXPERIENCE

MEDIAECO, New York, New York 2007 – Present

Principal Designer

- Boutique consultancy to organizations for projects related to the design and improvement of service interfaces, the associated process of innovation and the organizational change needed for sustaining design-thinking
- First client was Memorial-Sloan Kettering Cancer Center

PRATT INSTITUTE, New York, New York 2005 – Present

Assistant Professor of Information and Library Science (tenure-track)

- Designed the curricula for and now teach the courses *Information Architecture and Interaction Design*, *Usability Leadership* and *People-Centered Methods and Design*
- Designed, supervised the construction of, and now ‘direct’, the Cultural Informatics Design Lab
- Conducting applied research and organizational mentoring in the areas of information architecture, interaction design, usability and service interface design methods
- Member of the Pratt Board of Trustees, Faculty Trustee
- Member of the Pratt Board of Trustees Finance/Budgeting and the Academic Affairs committees
- Member of the Faculty Research Funding committee. Distribute 75K annually to support promising faculty research in the areas of art, design, architecture, and information and library science

NEW YORK UNIVERSITY, New York, New York 2003 – Present

Assistant Adjunct Professor of Digital Media and Communication

- Designed the curricula for and now teach the course *Fundamentals of Interactive Multimedia*
- Designed the curricula for and now teach the course *Programming for Interactivity*

NATIONAL ACADEMY OF SCIENCES, Washington, D.C. 2001-2003

Independent Consultant, Computer Science and Telecommunication Board

- Helped to strategize, research, develop, and write numerous sections of the report *Beyond Productivity: Information Technology, Innovation, and Creativity* (National Academies Press, 2003)
- As a consequence of the above referenced report, the field of Information Technology and Creative Practices (ITCP) was formed

FRANKFURT BALKIND PARTNERS, New York, New York 2000-2001

Brand Strategist

- Worked with clients to define business goals and value (ROI) metrics for their interactive products and business strategies
- Researched and defined the integration of cognitive and affective marketing segmentation tactics into clients’ interactive media strategies and deliverables
- Participated in the creation and presentation to clients of business strategy, functional specification and requirement documents, and creative briefs
- Defined interaction structures and designed and performed usability testing
- Managed and mentored junior staff, led client engagements, and assisted with new business pitches

GENERAL ELECTRIC CORPORATION, Niskayuna, New York

1997 – 1999

Systems Engineer, IT Solutions and Strategies Group, Global Research

- Assessed the strategic potential of new and emerging forms of media and interactive technologies and their possible effects on consumer behavior
- Participated in defining the business and marketing strategy and functional specifications for GE's interactive and consumer experience strategies
- Designed the original GE worldwide standards for streaming multimedia as a part of a two-person team; acknowledged as a "company best practice" and replicated worldwide
- Invented a user-centered design driven, knowledge-sharing portal as part of a grass-roots team; acknowledged as a "company best practice" and subsequently seeded with 25M dollars

Interaction Designer, GE Multimedia Team

- Participated in the forecasting of the strategic potential of emerging forms of interactive media
- Employing user research and focus group methodologies, identified cognitive and affective conceptual models
- Developed and tested personas, use case scenarios, storyboards, and other usability heuristics
- Performed strategic analysis, wrote functional specification and requirement documents, and managed project implementations
- Produced interaction structures, wire frames, and navigation maps for products and web sites

COLUMBIA UNIVERSITY GRADUATE BUSINESS SCHOOL, New York, New York 1995 – 1997

Director of Interactive Design and Development

- Guest lectured business school classes on the technological infrastructure and potential business and consumer implications of digitally interactive media
- Mentored faculty in the development of their understanding of digitally interactive technologies
- Responsible for defining and executing the school's interactive business and branding strategy
- Developed the navigation strategies and maps, information hierarchy, and usability testing for the school's web sites and web-based applications
- Defined and negotiated department budget with the Dean's office and hired and managed department staff

Manager of Faculty Information Technology

- Worked with faculty to incorporate digital media into their curricula and outreach programs
- Developed and performed task analysis, interaction design, and contextual analysis for the design of technology-augmented classrooms and a simulated trading floor
- Brokered partnerships with vendors such as Dell, The Wall Street Journal, Dow Jones, and the Milken Foundation
- Defined and negotiated department budget with the Dean's office and managed department staff

PUBLICATIONS

- *Media Ecology* entry for the Encyclopedia of Information and Library Science (in preparation – contract signed)
- *'Information Professionals' Attitudes Towards the Adoption of Innovations in Everyday Life.'* Information Research, Vol. 12 (2007) No. 4. With D. Rabina
- *The Marketing Messages of Personal Computer Advertisements Intended for Educators: 1975-2002* (2004). Dissertation

INVITATIONS

- *Overlap* (2007). Design-thinking and organizational change retreat held in Toronto
- *National Research Council* (2006). Roundtable in Washington D.C. with the presidents of the National Academy of Science, National Academy of Engineering, and the Institute of Medicine
- *United Nations* (2006). Design Science program. Worked collaboratively with a small international team to design people-centered solutions to U.N. Millennium goal #2 (Achieve universal primary education) and #3 (Promote gender quality and empower women)
- *Overlap* (2006). Design-thinking and organizational change retreat held at Asilomar.

APPEARANCES

- 2008 (June - in preparation) Media Ecology Association. Juried. *The Civic Soul; Public Space Remixed and the Curative Archive* with artist Paul Guzzardo
- 2007. CoLIS 6. Boras, Sweden. Refereed paper (with D. Rabina): *Information professionals' attitudes toward the adoption of innovation in everyday life.*
- 2007. Media Ecology Association. Mexico City, Mexico. Juried. *'BuildBetterBarrel? Digital City Remix'* with artist Paul Guzzardo
- 2007. Media Ecology Association. Mexico City, Mexico. Juried panel and panel chair. *Anti-Environment: Media Ecology in Art and Design Education and Research*
- 2007. Association for Library and Information Science Education, Seattle, WA. Juried panel: *Three perspectives on the importance of reflection in the classroom and beyond*

PRESENTATIONS

- *Graduate Programs and the Future of Usability and Information Architecture Education.* New York City chapter of the Association of Computing Machinery Special Interest Group on Computer-Human Interaction (2004). Presenter and panel member
- *Science and Technology in Our Popular Entertainment.* National Academy of Sciences (2001). Organized and moderated seminar
- *Using Interactive Media to Teach Social-Emotional Self-Awareness Skills to Children.* Philadelphia school district (2001). Presentation to parents
- *Six Sigma Quality Coach Awareness and Usability Metrics: Recommendations for Improvements.* General Electric Corporate Research and Development (1999). Presentation to R&D leadership
- Columbia University Graduate Business School (1995 to 1997). Frequently guest lectured marketing and management classes on the technological infrastructure behind, and cultural implications of, digitally interactive technology and media

FELLOWSHIPS

NATIONAL ACADEMY OF SCIENCES, Washington, D.C. 2001

Christine Mirzayan Science and Technology Policy Fellowship

- Selected as their 2001 Fellow by the *Computer Science and Telecommunications Board* of the United States *National Research Council*

POLICY

- *Beyond Productivity: Information Technology, Innovation, and Creativity* (National Academies Press, 2003). Developed and authored numerous sections of the National Academy of Sciences report
- *Critical Information Infrastructure Protection and the Law: An Overview of Key Issues* (National Academies Press, 2003). Researched and developed sections of the Information Sharing and Analysis (ISAC) chapter of the National Academy of Sciences report

ASSOCIATIONS

- ACM SIGCHI
- C.G. Jung Center for Analytical Psychology
- Media Ecology Association
- Rhizome
- Usability Professionals Association NYC Chapter

ARTISTIC

- Computer programming using the Processing language for conceptualizing new forms of digital interaction and data visualization
- Computer programming using the Arduino language for conceptualizing new forms of physical computing, environmental sensing and embodied interaction

REFERENCES

References for any and all of the skills and positions referred to above are available upon request