

# David Glicksman

Animator, Experience Designer, Creative Technologist

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## Profile

Creative technologist and animator with 15+ years experience integrating art, technology, architecture, and entertainment for global clients and brands. Experienced system architect and team leader, with a passion for bringing world class animation and production principles to the built environment.

## Experience

Notable Roles and Achievements:

**Senior Animator and Creative Technologist** at [Buck Design](#), 2018

- Designed and lead production of *Ventanas Malas*, an interactive LED sculpture showcasing the synergy between Buck's artists and engineers. Developed a pipeline that allowed non-technical artists to create its animation content, and to translate 3D artist's files into CAD for fabrication.
- Worked with Facebook's engineers to develop a data-driven animation workflow for their many generative content videos.
- Piloted the company's push into AR content, developing Instagram's most popular face filters.
- Lead the development and deployment of a modular graphics system for Facebook's F8 conference, including animation and choreography for 30' tall kinetic LED panels.
- Built an LED ferris wheel's animation and mechatronics system, featured in Apple's *Share Your Gifts* holiday film.

**Winner of the Lumen Prize**, 2017

- Awarded the Placemaking Special Commendation for *Ad Infinitum*, a kinetic sculpture that combines mechanical motion with synchronized video projection. Designed, engineered, and built the sculpture, and developed a custom animation system to choreograph its motion and graphics.

**Chief Creative Technologist** at [Positron](#), 2015

- Designed, developed and advised on interactive experiences for a variety of clients and media. Projects included interactive projection mapping, trade show and cultural festival exhibits, "4D" enhanced theater systems, game development and medical simulation software.

**Creative Technologist** at [V Squared Labs](#), 2014

- Developed integrated interactive installations for the OMNIA nightclub in Las Vegas, and oversaw their installation.
- Developed and choreographed a drone performance integrating motion control, synchronized LED animation, music, and pyrotechnics. Developed a pipeline to enable non-technical artists to choreograph the show using 3D animation software.
- Designed, developed, and oversaw installation of a multi sensory interactive system for the Heroes Reborn experience at Comic Con.
- Duties ranged from concept design and system architecture development to client management, art direction, technical direction, CAD/CAM, film production VFX, and building out IT infrastructure.

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## Experience Continued

### **Creative Technologist** at [Electroland](#), 2010 and 2013

- Developed systems, analytics tools and designed process and documentation for large interactive architectural installations, including the lobby of DirecTV headquarters in Los Angeles.
- Built tools and workflows to integrate architects, CAD modelers, fabricators, graphic designers, animators, show control engineers, electronics engineers, vendors, and construction crews.
- Designed technical guidelines, training and tools for 3rd party content developers.
- Adapted proprietary show control systems to address 50,000+ LEDs as a seamless video wall.
- Developed interactive content using machine vision and custom animation software.
- Interfaced with clients for on-site installation, content development, and maintenance.

### **Animation Director, CG Supervisor, Lead Animator** at various animation and design studios

- 10+ years experience as lead animator on commercial projects for major clients and brands.
- Created graphics and animation for Gehry Partners' *National Art Museum Of China* proposal
- Animated the full-stage projections for Jake Heggie's opera, *Moby Dick*.
- Developed a collaborative workflow for motion picture title design, allowing the director to interactively explore a complex physics simulations while framing shots.
- Developed complex simulations of destruction and natural systems such as falling trees, swaying telephone wires, and buckling roads for the movie *2012*.

## Major Clients and Brands

**Clients:** Paramount Pictures, Sony Pictures, V Squared Labs, Electroland, UCLA, Wolf & Crow, Buck Design, Brand New School, Stardust, Logan, Spinifex Group, Troika, Imaginary Forces, AEG

**Brands:** Google, Apple, Amazon, Facebook, Ghery Partners, Samsung, Coca Cola, DirecTV, Comedy Central, Nickelodeon, VH1, Electronic Arts, NFL, Warner Brothers, Ubisoft, Yahoo, Activision, National Geographic, Nike, Target, and many more...

## Expertise

### Production-Proven Skills

2D and 3D Animation, project management, training and documentation, projection mapping, addressable LED systems, dynamic lighting, motion control, embedded systems, AV integration, physical computing and interaction, realtime and generative graphics, AR/VR/XR, software and tool development, CAD/CAM, 3D prototyping, and generally "holding the team together"

## Education

BA in Media Studies, Computer Engineering focus, UC San Diego

## Professional Associations

- Society for Experiential Graphic Design
- Themed Entertainment Association
- ACM Siggraph
- LA Video Artists coalition