

Celina Alvarado

Senior Experience Architect

Information Architecture // User Experience
Creative Content // Concept Development
Alien Photographer // Home Gallery
Founder // American Citizenship Holder
University Professor

bombonia@gmail.com | celinaalvarado.com

Experience

Associate Professor at Public University Carlos III, Madrid

Teaching classes include New Media in Advertising and New Film Studies.
Academic years 2015 - present.

Code & Theory, NY

Senior UX designer for the radio app SiriusXM across desktop, tablet and mobile platforms.
3.2014.

Deutsch, NY

Senior Experience Architect full time designer for Microsoft, GoDaddy, PNC Bank, H&R Block, Outback Steakhouse and Novartis to name a few.
09.2011 - 11.2013.

2013 MM&M Gold Award - Lunesta/Project Luna Site/App.

2013 PNC Neighborhood Wishlist Shorty Industry Awards Finalist.

2012 Christmas Price Index shortlisted for Cyber Lions in two categories: Corporate Information and Animation! plus Site Of The Day on 12.23-2011 by the Favourite Website Awards.

Saatchi & Saatchi, NY

IA/UX design for Saatchi & Saatchi Wellness and Healthcare websites.
12.2010 - 1.2011 and 6.2011 - 7.2011.

Johnson & Johnson Inc.

IA/UX design for Johnson & Johnson's internal website.
2.2011 - 3.2011.

Euro RSCG, NY

IA/UX design for Lantus Connection, Novartis and Re-Think Insulin.
9.2010.

Tribal DDB, NY

IA/UX design. Implemented Web, Facebook and iPhone applications for Androgel and Advil.
7.2010 - 9.2010.

Tickreel: Tickreel, NY

IA/UX designer for is a web filter that tunes the web to match user's interests, presented at TechCrunch.
5.2010.

4mm Games, NY

UX Lead of a MMO game, DefJam RapStar where users rap-battle across the WWW. Presented at Electronic Entertainment Expo.
1.2010 - 4.2010.

SignalFive, NY

IA and exclusive software designer of a complex integration implemented across multi-disciplinary platforms including web, social networks and commercial retailers for manufacturers, homeowners and contractors.
7.2009 - 10.2009.

Education

Tisch School of the Arts, New York University

Master of Professional Studies: Interactive Telecommunications (ITP)
Grant Awarded.
2007 - 2009.

Complutense University of Madrid, Spain

Bachelor of Arts: Sciences of Communication.
1983 - 1988.

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Skills

Proficiency on Omnigraffle; Advance on inDesign, Premiere Pro, Final Cut Pro, AVID Suite, Photoshop, After Effects, MaxMSP-Jitter, Processing.
Fluent in English, Spanish and French.

Art Projects

Exhibitions

OneByOne, NYC

Founder and principal curator of home gallery in the East Village.
3.2010-present.

'One is 1': Custom collaborative site specific installation. NY, March 2010.

"Try Me" Integrated Art Project

An electronic T-shirt that tweets the meaning of hugs.
Twitter: @bomboniahugs.

3LD Art Space, NY 2011

International Symposium of Wearable Computers: Seoul, ISWC, Oct 2010
Tokyo University, November 2010

Maker Faire NY, 2010 *Blue Ribbon Awarded*

Chocolate & I: Group show. NY, February 2010

Gizmodo Gallery Show. NY, September 2009

IMC Studio and Media Lounge, September 2009

Media Lounge Show: Group show. NY, September 2009 (2)

ITP Spring Show, worldwide presentation. NY, May 2009

"Wink" LED

LED which corresponds to winking. A traditionally private act made public.

Haptic Interface, Hong Kong, 2012

Maker Faire. NY, 2010

"Miss Me" Fragrance and Interactive Video Installation

'Miss Me' is a customized made fragrance inspired by the story of Whale 52, also known as the loneliest whale. It is delivered in fans and presented with an interactive video installation.

School of Visual Arts, 2012

FGP Future. DUMBO Spot Gallery. 2012

"BYOB" Interactive Art Installation

'Bring Your Own Books' is an interactive installation where letters come out of books thrown at a wall. In collaboration with Alberto G.Saenz.

Maker Faire NY 2010

MediaLounge Last Show: NY, December 2009

Studio IMC Expo, worldwide presentation. 2009

"Gin&It"

Collaborated with resident Reid Farrington on the interactive installation and theatre project.

Eyebeam Art Space. NY, 2.2009 - 5.2009

"21st Century Confession Booth"

Confessions to an analogue mic posted directly to Twitter. In collaboration with Che-Wei Wang.

ITP Winter Show. Group Show. NY, 2008

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"You Want Me"

Interactive video installation. Movie clips and subtitles which the user could navigate independently.

ITP Spring Show Group show. New York, 2008.

"The Back Seat"

Looped video on a die-cut cardboard model of a bus. Servicio Ejecutivo in Williamsburg, NY and Network in Los Angeles, CA.

Servicio Ejecutivo: Blood, Sweat and Tires. Group show, Installation. December 2006 - April 2007.

"I Live in Brooklyn", "I Fly", "I Told You" and "Partyfingers"

Scope Miami. Group show. Screening at PAM (Perpetual Art Machine) outdoor stage. Miami International Art Fair, Dec 2006.

Best Experimental Produced by Bombonia, at the Coney Island Film Festival 2006. NYC.

Best Documentary Produced by Bombonia, at Cinemad'01. Madrid. Spain.

Photography

Film photography. Getty Images contributor.

Film, TV Production and more Advertising

Video producer for the Spanish presentation launch of Carolina Herrera's 212 fragrance. 2011.

Producer/curator of a 25min episode for Metrópolis, the weekly cult show on arts&culture for the public TVE in Spain on the Japan interactive pre-tsunami scene, broadcasted in Spring 2011, named Jap_ON.

Producer/curator of a 25min episode for Metrópolis, on interactive art piece. NY, 2010, named Nerd Art.

On-Air Promo Producer for Canal+ of Mad Men Season 2: Producer, shooting, editing. NY 2009.

Consultant on American Networks for Canal+. 2003 -2009.

Producer. Skunk Funk Apparel, Fashion Summer film campaign. Madrid, Spain 2005.

Film Director. The Florida Lottery. Advertising campaign for Mamey Productions. Miami. FL 2001.

Correspondent in NYC for Canal+. Responsibilities include producing, writing, shooting and editing. 2000 - 2015.

On Air Promo Producer for the following Spain's Networks: Canal+, TCM, Paramount Comedy, Cinemanía, Jetix, Universal and TeleMadrid from 1990 to present. Responsibilities include copy writing, directing and editing.

Film Director. Festimad, Independent Music Festival of Madrid campaigns 1996, 1998 and 1999.