BLAIR NEAL

CREATIVE TECHNOLOGIST

Contact Info

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Awards Selects

+ AdAge's Small Agency of the Year (Northeast) for Fake Love in 2016
+ Cannes Lion Cyber Lion Grand Prix - Google's Project Re:Brief 2012
+ Cannes Lion Silver Lion - Levi's Station to Station 2013
+ Gold Clio for 7UP's Music Lifts You Up Campaign 2015
+ Gold One Show Pencil for Google's Project Re:Brief 2012
+ Cannes Lion Shortlist for Lexus Trace Your Road 2013

PROFILE

I am an experienced Creative Technologist with over a decade of expertise in applying technology to solve creative challenges. Specializing in experiential advertising and interactive installations, I've contributed at all levels, from executive leadership and team management to hands-on software development and on-the-ground execution. My unique blend of engineering and artistic backgrounds enables me to leverage technology effectively for world-class experiences. I am an active contributor to the creative technology field, regularly publishing long form articles and speaking at industry conferences. I've played a pivotal role in numerous high-profile, award-winning campaigns for esteemed clients such as Google, Meta, Netflix, Samsung, Lexus, IBM, and more.

I am seeking a leadership role that allows me to express both my creative and technical skills through excellent experiential work and team management.

EXPERIENCE

+ VP of Creative Technology for Events and Experiences, Deeplocal
Pittsburgh, PA (Worked remote from NYC) — Jan 2022 - Oct 2023

At Deeplocal, I led the Creative Tech team for their Experiences devision, while also helping to contribute across the other business units. I developed new processes for work, resourced and up-leveled the team, and worked across a number of high profile projects. Notably, I made direct contributions to project for clients like Google's retail stores, Google Cloud conferences, Virgin Voyages, Netflix, Meta, and more. In these projects, I oversaw cutting-edge creative technology solutions, including advanced AI applications, large scale audiovisual integration, and custom sensors integration. I also represented Deeplocal as a subject matter expert at a number of speaking engagements and authored several thought leadership pieces for the company.

www.deeplocal.com

+ Creative Technology Lead (Freelance), HUSH Studios
New York, NY — Oct 2021 - Dec 2022

Worked with HUSH as a Creative Tech Lead on the beginnings of a number of projects moving into production and helped frame technical requirements, documentation, and project approach.

+ Creative Software Lead (Freelance), Gensler DxD

New York, NY — Jan 2021 - Jan 2022

Worked with the Gensler DxD team to lead the software developers and creative technologists for a large scale, multi installation guide-based experience for one of their clients. I designed the systems architecture, oversaw and planned development of about a dozen components, and helped install the final work.

+ **Chief Creative Technologist, Fake Love (A New York Times Company), New York, NY — Sept 2019 - November 2020**

While at Fake Love, I touched every creative technology project that went through our doors. In the early years, I was a developer and on-site installation technician and directly contributed to over 60 client projects. By the time we were acquired by the New York Times in 2016, I led the Creative Technology team, and then joined the Fake Love executive team. As Chief Creative Technologist, I was responsible building a tech team to execute a wide range of projects involving things like mobile AR, permanent installations with unusual sensors, frontend and backend systems, audiovisual hardware, AI/ML based solutions and many others. My role also allowed me to contribute to the overall creative vision of the company.

(Fake Love work samples available on request)

A selected project list from Fake Love can be found on the following page.

+Director of Creative Technology, Fake Love, Jan 2016-Sept 2019
+Lead Creative Technologist, Fake Love, Sept 2013- Jan 2016
+Creative Technologist, Fake Love, June 2010-Sept 2013

EDUCATION
+ **Rensselaer Polytechnic Institute, Troy NY — May 2010**
   + Masters of Fine Arts in Electronic Arts. Thesis on the performance of live visuals with music.

+ **Rensselaer Polytechnic Institute, Troy NY — May 2008**
   + B.S. in Electronic Media, Arts and Communication. Minor in Music.

SKILLS AND EXPERTISE
+ **Executive Leadership**
+ **Team Management**
+ **Project Scoping**

+ **Documentation**
+ **Research and Prototyping for Interactive Installations**
+ **Software Development - openFrameworks/C++ and other creative code frameworks**
    + **Strong familiarity with Unity, TouchDesigner, Mobile Development, Full Stack Web Development, 3D Asset Pipelines, Python, Machine Learning/AI, Machine Vision, AR/VR**
+ **Sensor technologies**
    + **Cameras**
    + **Physical computing**
    + **Custom solutions**
+ **Audio/Visual Hardware**
+ **Interaction Design.**

SELECTED PROJECTS

It can be difficult to explain exactly what a Creative Technologist does, so I wanted to include a short list of projects I've participated with and the technologies employed.

+ **Client - Project**
    + **Brief description**
    + **Technologies Used**
+ **Google - Project Re:brief (Hilltop)**
    + Participants could share a video message and dispense a real can of coke to 5 global vending machines in South Africa, NYC, Buenos Aires, and

    + Technologies used: Openframeworks, Arduino, Various Web Frameworks, Camera, Microphone, Speakers, Touchscreen

+ **7UP - Music Lifts You Up Campaign**
    + Created a concert experience for an audience of all hearing-impaired people that was shot for a campaign commercial. The performer was Martin Garrix and we augmented his performance with several technologies that allowed people to experience music with multiple senses.

    + Technologies used: Openframeworks, Custom vibrating platforms, Fog and Wind machines controlled via DMX, DMX Lighting, Custom fabricated enclosures that showed liquids physically vibrating to the music

+ I lead the creative tech team, developed the technical concepts, coded and performed the live visuals, and ran the on-site installation team

+ The resulting commercial received over 5 million video views and a Gold Clio

+ IBM - Outthink Hidden AR App

+ Project lead to make an app that utilized geolocation and AR to allow people to place and photograph beautiful 3D rendered statues that were an homage to pioneering women in the sciences that didn't get appropriate recognition in their day.

+ Technologies used: Unity, AR (Vuforia), Google Maps integration. Cross-platform app made available for iOS and Android

+ Received thousands of downloads, and a full page ad in the New York Times