

BLAIR NEAL

CREATIVE TECHNOLOGIST

Contact Info

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- + [LinkedIn Profile](#)
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- + Brooklyn, NY

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

Select Writings

- + [Survey of Alternative Displays](#)
- + [Advice for Creative Technologists](#)
- + [How to Keep an Installation up Forever](#)
- + [Creative Technology Taxonomy](#)

PROFILE

Creative Technology Leader with 10+ years bridging engineering and artistry to deliver world-class experiential campaigns. Proven track record leading teams and driving technical innovation for Fortune 500 clients including Google, Meta, Netflix, and Samsung. Expertise spans executive leadership, interactive installations, and emerging technologies including AI/ML and AR/VR. Seeking a leadership role to build exceptional teams, define effective processes, and create breakthrough experiential work.

EXPERIENCE

+ Director of Creative Technology, Thought Process, Brooklyn, NY (Freelance Role), January 2024- Present

Lead creative technology strategy and research for experiential installations, including permanent exhibits for Grand Rapids Public Museum and advanced entertainment systems for MSG Sphere. Advise on software and hardware architecture for large-scale interactive experiences.

+ Lead Creative Technologist (Freelance - Remote), dotdotdash, Portland, OR, December 2023-Present

Oversee technical strategy and prototype development for client pitches and productions. Shape creative and technical scope for experiential projects, ensuring feasibility and innovation alignment.

+ Technology Consultant, MSG Sphere, Las Vegas, NV (Freelance - Remote), January 2024- August 2024

Subject matter expert for Show Systems Technology and Advanced Engineering teams. Led research on large-scale theatrical effects and next-generation entertainment technologies for venue applications.

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

Led Creative Technology team across experiential division, developing new processes and scaling team capabilities. Directed cutting-edge technology solutions for Google retail stores, Google Cloud conferences, Virgin Voyages, Netflix, and Meta, integrating advanced AI applications, large-scale AV systems, and custom sensor technologies. Represented company as subject matter expert at industry events and authored thought leadership content.

www.deeplocal.com

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

Led technical strategy and requirements definition for large scale client projects transitioning to production. Developed technical documentation and project frameworks to guide development teams.

+ Creative Software Lead (Freelance), Gensler DxD
New York, NY — Jan 2021 - Jan 2022

Led software development team creating large-scale, multi-installation experience for global client. Designed systems architecture, managed development of 12+ integrated components, and oversaw final installation.

+ Chief Creative Technologist, Fake Love (A New York Times Company), New York, NY — June 2010 - November 2020

Led 10-year growth journey from startup founding team of 3 to company of nearly 50 employees, delivering 60+ client projects. As executive team member, helped position company for successful acquisition by The New York Times in 2016. Built and directed creative technology team while being responsible for all technical initiatives including mobile AR, permanent installations with custom sensors, AI/ML solutions, full-stack development, and large-scale audiovisual systems. Contributed to overall creative vision while establishing scalable technical processes and team structure.

Key progression:

- + Creative Technologist (2010-2013): Hands-on development and installation
- + Lead Creative Technologist (2013-2016): Team leadership through acquisition - Director of Creative Technology (2016-2019): Post-acquisition integration and scaling
- + Chief Creative Technologist (2019-2020): Executive leadership and strategic vision

A selected project list from Fake Love can be found [on the following page](#).

SKILLS & EXPERTISE

- + Leadership & Strategy: Executive leadership, team management, project scoping, technical documentation, research and prototyping
- + Development Platforms: C++, TouchDesigner, Unity, Unreal, Node.js, Python, full-stack web development, mobile development, and others
- + Emerging Technologies: AI/ML development tools, ComfyUI, AR/VR, machine vision, custom sensor integration
- + Production Systems: Pixera media servers, digital signage CMS, 3D asset pipelines, audio/visual hardware integration
- + Specializations: Interactive installations, physical computing, custom hardware solutions, interaction design

EDUCATION

- + Master of Fine Arts, Electronic Arts | Rensselaer Polytechnic Institute, Troy, NY | 2010
- + Bachelor of Science, Electronic Media, Arts and Communication (Minor: Music) | Rensselaer Polytechnic Institute, Troy, NY | 2008

SELECT SPEAKING ENGAGEMENTS

- + Futurespaces Online Lecture Series 2025 | "[Give it All Away: Creative Technology and Community](#)"
- + AIGA Design Camp 2022 | Keynote Speaker
- + LDI Las Vegas 2018 | "Alternative Display Technologies and Creative Frameworks"

SELECTED PROJECTS

+ **Grand Rapids Public Museum | Michigan Map Projection (2024)**

- + Permanent installation featuring 15x12ft projection-mapped carved map highlighting Michigan's Anishinabek tribes. Led technical implementation with Thought Process.
- + Technologies: Projection mapping, Pixera media server

+ **Google | Project Re:brief - Hilltop (2013)**

- + Global interactive experience connecting participants across 5 cities through video messaging and physical Coca-Cola vending machines in South Africa, NYC, and Buenos Aires.
- + Impact: Cannes Lion Cyber Lion Grand Prix Award
- + Technologies: OpenFrameworks, web frameworks, custom electronics integration with vending machine hardware

+ **7UP | Music Lifts You Up Campaign (2016)**

- + Concert experience for hearing-impaired audience featuring Martin Garrix. Led creative tech team developing multi-sensory music experience for commercial campaign.
- + Impact: 5M+ video views, Gold Clio Award
- + Technologies: OpenFrameworks, generative live visuals, custom vibrating platforms, DMX lighting and effects

+ **IBM | Outthink Hidden AR App (2017)**

- + Geolocation-based AR app allowing users to place and photograph 3D statues honoring pioneering women in science.
- + Impact: Thousands of downloads, full-page New York Times ad Technologies: Unity, AR (Vuforia), Google Maps integration, cross-platform mobile