

PHILIP VAN ALLEN

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PROFILE

I have expertise in AI, and am an educator, researcher, and technologist with experience in corporate, startup, research and academic positions. I'm currently focused on contributing to, and facilitating the future of Artificial Intelligence in tangible interaction, media, IoT and the ecologies these create. My specialty in AI is Animistic Intelligence and how its design can make AI more humane, creative, and beneficial.

I'm a seasoned public speaker who is adept at communicating about technology and new ideas, and generating engagement and enthusiasm. I have a wide international network in academia, design and industry. I also have broad experience in academic processes, including leading committees, facilitating faculty and departmental development, and working with industry, government and other partners. I have published papers on AI and interaction design, and have a deep understanding of, and passion for the AI field.

I'm highly skilled at launching new initiatives, convening people, and synthesizing the implications and human impact of new technologies. I also have years of experience working in academia and have created innovative coursework, toolkits, and methodologies to facilitate the research, teaching, and learning of design and technology.

PROFESSIONAL EXPERIENCE

- 2005 to Present **Founder/Principal** — Commotion.AI / Los Angeles, CA
Consulting, foresight, strategy and research for interaction design, AI, IoT, AR/VR.
Clients include: Jaguar Land Rover, The Huntington Museum, USC, A+D Museum, Infiniti, Acura, Razorfish, Samsung.
- 2002 - Present **Professor, Core Faculty** — ArtCenter College of Design, Media Design Practices MFA
- Courses: Critical Prototyping, Creative Tech 1&2, Studios (AI, AR/VR, IoT, wearables)
 - Core duties: Curriculum design, technology planning, thesis advising, pedagogy
 - Past co-chair: Faculty Council, member of committees: Facilities & Technology, Curriculum & Pedagogy, Online Education
 - Researched and proposed new Interaction Design B.S., launched 2012
 - Best teacher of the year award, 2008
 - 2018 Faculty Project Grant recipient
 - Departments taught for: Media Design, Fine Art, Graphic Design, Industrial Design

- 2017 **Design United Fellow** — TU Delft, a funded residency to explore the creation of a visual, no-code AI authoring system for designers.
- 1998 - 2002 **Assistant Chair, Associate Professor** — Santa Monica College, Design Technology
- Courses: Interaction Design, Web Design
 - Developed and launched new curriculum
 - Scheduling and hiring for 50 courses/semester
 - Curriculum Committee Member
- 1997 to 1998 **Researcher, Designer, Project Manager** — Interval Research / Palo Alto, CA
 Joy Mountford's research team at Paul Allen's company. Tangible interaction design and development of products for music making, Web connected children's books. Business development and analysis. Lead design team. Received two patents.
- 1993 to 1997 **Founder, Producer, Publisher** — Commotion New Media, Inc. / Santa Monica, CA
 Digital media production studio making leading edge projects for CD-ROM and web, focused on music and the arts. Clients included Philips, Electronic Arts, Launch Magazine/Yahoo Music, Nestlé, U2, Yoko Ono. Designed, developed, and created authoring system for seminal "Launch" digital music magazine.
- 1988 to 1993 **Senior Producer, Creative Director, Interaction Designer** — Philips Interactive Media
 MusicWorks Group produced interactive music titles for CD-i set-top platform, oversaw contracts, IP, strategy, worked with Philips Eindhoven management defining technical standards.

EDUCATION

- 1988 **BA Experimental Psychology**
 University of California, Santa Cruz
 Highest Honors, Cowell College Honors, Phi Beta Kappa, Graduation Speaker
- Focus on Cognitive Science and Artificial Intelligence. Research assistant for Professor Dominic Massaro – collected & collated data in human experiments. Graduate coursework in psycholinguistics, courses in Machine Learning (Connectionism), creativity, general psychology. Education abroad experience in Budapest, Hungary. Senior thesis on the computer recognition of melodies using neural networks.

PUBLICATIONS

- van Allen, P. 2021. "Sketching and Prototyping Smart Objects" Chapter manuscript submitted for publication. *Designing Smart Objects in Everyday Life*, Rozendaal, M., Marenko, B., Odem, W. (Eds.), Bloomsbury Publishing Plc, New York, spring 2021
- van Allen, P. 2021. "Animistic Design" Essay manuscript submitted for publication. *Big Data. Big Design: Why Designers Should Care About A.I.*, Armstrong, H., Princeton Architectural Press, New York, spring 2021
- van Allen, P. 2018. Prototyping Ways to Prototype AI. *Interactions* 25, 6 (October 2018), 46-51
- Churchill, E., van Allen, P., Kuniavsky, M. 2018. Designing AI, Introduction. *Interactions* 25, 6 (October 2018), 34-37
- van Allen, P., 2017. Reimagining the Goals and Methods of UX for ML/AI. The 2017 AAAI Spring Symposium Series: Technical Reports.
- van Allen, P., 2016. 3 Clues for an Apple AR Ecosystem. Medium.com.
- van Allen, P., 2016. Rethink IxD. Medium.com.
- Marenko, B., van Allen, P., 2016. Animistic design: how to reimagine digital interaction between the human and the nonhuman. *Digital Creativity* 27, 52–70.
- van Allen, P., Marenko, B., 2015. Reimagining Interaction Through Animistic Design, in: Program Track 5 - Designing Through Things. Presented at the Participatory Innovation Conference, The Hague.
- van Allen, P., Marenko, B., 2015. Interview by Dan Davis, 1984 Bold Ideas. *Animism in Design: Creating an Internet of (Quirky) Things*.
- Giaccardi, E., Speed, C., Grossen, J., van Allen, P., 2014 "The Things About Design: Of Ghosts, Spirits and Material Practices" In *Companion to DRS 2014: Design's Big Debates*, Umeå University, Umeå, p.175.
- van Allen, P., McVeigh-Schultz, J., Brown, B., Kim, H.M., Lara, D., 2013. AniThings: Animism and Heterogeneous Multiplicity, in: CHI '13 Extended Abstracts on Human Factors in Computing Systems, CHI EA '13. ACM, Paris, France, pp. 2247–2256.
- van Allen, P., 2011. Imagine Change. DOT - ArtCenter College of Design pp. 10.
- van Allen, P., 2011. The New Ecology of Things: Slabs, Sofducts, and Bespoke Objects. Johnny Holland.
- van Allen, P., Laurel, B., Sterling, B., Burdick, A., Willis, H., 2007. The New Ecology of Things, Limited edition. ed. Media Design Program at Art Center College of Design, Pasadena, CA. — AIGA 50 Books/50 Covers of 2007 Award
- van Allen, P., 2004. Thinking About Interaction Design for Online News Delivery. USC Annenberg Online Journalism Review.
- van Allen, P., 2004. Productive Interaction. Presented at the Southern California Digital Culture Group, Los Angeles.
- van Allen, P., Nazarian, S., Tarara, J., Keady, D., 2004. Designing the Future: Writing, Design and Research on NOT-linear Interaction, in: Proceedings of the 5th Conference on Designing Interactive Systems: Processes, Practices, Methods, and Techniques, Presented at MIT, Cambridge, MA, USA, pp. 367–369.

SELECTED SPEAKING/PROJECTS/EXHIBITIONS

- 2018-Present **Delft AI Toolkit** — A visual authoring system for prototyping working AI interactions in a small robot. github.com/pvanallen/delft-ai-toolkit
- 2009-2020 **Sketching in Hardware Conference** — Presented tools for no-code prototyping of interactive hardware.
- 2019 **Post-Skeuomorphic AI Symposium** - ArtCenter College of Design, Media Design Practices, Co-organizer with Colleen Estrada, featured MDP students, Colleen Estrada, Director of Design, Microsoft; Carlyn Maw, Crash Space Co-Founder, Creative Technologist
- 2018 **So-Cal Bio Digital Health Conference**, Panel Discussion: Consumer Adoption & Reimbursement, Long Beach, CA
- 2018 **Designing Smart Objects as Embodied Agents in Everyday Life**, Lorentz Center, Leiden, NL — Invited Workshop Participant, Keynote
- 2018 **DTC Wine Conference**, Concord, CA — Keynote Speech — AI, IOT, XR For the Wine Business, Future opportunities and challenges brought by new technologies
- 2018 **Jaguar Land Rover, Design Week Portland** — Keynote Speech — The Fiction of AI, Designing for Autonomy
- 2018 **AAAI 2018 Spring Symposium Series** — The Design of the User Experience for Artificial Intelligence, Co-organizer with Elizabeth Churchill (Google), Mike Kuniavsky (Xerox Parc)
- 2018 **Useless AI Symposium** — ArtCenter College of Design, Media Design Practices Co-organizer with Jenny Rodenhouse, featured MDP students, Nicole Coddington, Principal Design Manager at Amazon, Alexa; Kyle McDonald, Media Artist; Chris Noessel, IBM Design Practice Manager and Author; Yisong Yue, Assistant professor in the Computing and Mathematical Sciences, California Institute of Technology
- 2004-2018 **NTK – IoT Toolkit for Designers** — NTK is a system for prototyping tangible interaction and media. The toolkit enables novices and experts to integrate hardware, media, and interactive behaviors for products, installations, and research. netlabtoolkit.org
- 2017 **KU Leuven, Mintlab Basement Talks**, 2017, Leuven, Belgium — Presented work on animistic design at KU Leuven’s Meaningful Interactions Lab
- 2017 **Netherlands Enterprise Agency RVO.nl, X LAB**, 2017, Utrecht, Netherlands — Presented animistic design and Delft AI Toolkit to a small design innovations group within this government economic development and policy organization
- 2017 **Design United Research Fellowship**, TU Delft, Netherlands — Research Fellowship developing tools for designing AI

- 2017 **AAAI 2017 Spring Symposium Series** — The Design of the User Experience for Artificial Intelligence, Presented [Reimagining the Goals and Methods of UX for ML/AI](#)
- 2017 **IxDA Education Summit** — Workshop — [Teaching & Learning Disruptive New Mediums – AR, VR, AI, and IoT](#), Co-taught with Molly Steenson
- 2015 **Acura – Race Your Heart Out** / Ignition by Razorfish-Acura — 2015 Acura Winter Sales event. Periscope app “hearts” controlled the speed of toy slot cars as they raced - designed and built the digital control system. Winner Silver Lion award at the 2016 Cannes Lions International Festival of Creativity.
- 2015 **Technology Is The New Magic Symposium** / Central St. Martins / London — Talk: "Animistic Design Can Make the Digital Magical"
- 2014-15 **Creative Leaders Workshop** / Razorfish — A series of hands-on workshops in LA, Portland, Austin and NYC for designers and top creative executives on physical computing, IoT and future implications.
- 2014 **NSF Computing Community Consortium** / [The New Making Renaissance: Programmable Matter and Things](#) / St. Helena, CA — Invited participant in small retreat to create a vision for 2025
- 2011 **10th Anniversary Interactive Installation / A+D Museum** — Interactive history installation with seven independent projection surfaces for the Architecture and Design museum. With students Brooklyn Brown, Manny Darden, and Rubina Ramchandani.
- 2010 – 2013 **Charter Schools Interactive Report** / USC Rossier School of Education — Interactive K-12 school assessment report. With Liz Burrill, Jamie Cavanaugh.
- 2008 **Interactive Learning Stations / Huntington Museum Art Gallery** — Touchscreen learning stations on ceramics and silver objects in the Huntington House gallery.
- 2007, 2008 **Acura Oracles** / George P. Johnson Company — Six foot diameter, circular, interactive multitouch tables for the International Auto Shows for the Acura brand. Managed technical sub-contractor. With Nikolai Cornell and Sebastian Bettencourt.
- 2006 **Infiniti Interactive Mirror** / George P. Johnson Company — Three 8 foot tall mirrored glass interactive touch panels with rear projections for the International Auto Shows. With Nicolai Cornell. Winner, advertising category Communication Arts Interactive Design Annual 12.
- 2005 **Corporate Delicti** / Nucleus Gallery — Interactive, multi-user, interactive sound installation themed around corporate disillusionment. With Colin Owen.

- 2002-2003 **Soundbreak.com, Web Radio Station** / Acacia Research — Consulting for Internet radio station startup.
- 1994-1996 **Launch Magazine** / Launch Media-Yahoo — Interactive CD-ROM music magazine. Designed and produced the inaugural 6 issues. Also created first ever interactive advertisements for Nestlé Butterfinger. Winner Invision's Best Interactive Magazine Design.
- 1991-1993 **CD-i Ready Hybrid Music CDs** / Philips — The first ever series of music CDs with enhanced content. Mozart, Luciano Pavarotti, James Brown. Created a special interactive music game based on Mozart's "Musikalisches Würfelspiel" (Musical Dice Game).
- 1991 **Philips CDISC Conference** / Santa Barbara, CA — Co-Organized 3-day software developer's conference for the CD-i platform. 200 attendees.

SOFTWARE RELEASES

- 2018-Present **Delft AI Toolkit** — A visual authoring system for prototyping working AI interactions in a small robot. github.com/pvanallen/delft-ai-toolkit
- 2004-2018 **NTK – IoT Toolkit for Designers** — The NETLab Toolkit is a system for prototyping tangible interaction and media. The toolkit enables novices and experts to integrate hardware, media, and interactive behaviors for products, installations, and research. netlabtoolkit.org

GRANTS AND SPONSORSHIPS

2019	\$5K — ArtCenter College of Design, MDP Summer Research Project - "Strange New Creatures, A new perspective on AI"
2018	\$5K — ArtCenter College of Design Faculty Project Grant for Delft AI Toolkit
2017	\$22K — Technical University Delft, Netherlands/Design United Research Fellowship to develop the "Delft AI Toolkit" for designers working in AI/ ML
2017	\$5K — ArtCenter College of Design, MDP Summer Research Project - "Animistic Collaborators in Mixed Reality" cargocollective.com/anicollab/
2014-17	\$12.5K each year — Microsoft Grants for course participation in Microsoft Design Expo competition
2014	\$5K - ArtCenter College of Design, MDP Summer Research Project - "Little Data Wranglers, Smart actors for data"
2014	\$25K - Intel Design School Network Grant to support development of new HTML5 version of NETLab Toolkit
2013	\$20K - ArtCenter College of Design, President's office - Faculty Commons Summit Grant to organize and host event that supported faculty in advancing their teaching through collaboration
2013	\$50K - Intel Research – New Devices Group Sponsorship of Wearable Ecologies course & symposium
2011	\$20K - Nokia Research Research project "Inner Lives, Outer Expressions – An Exploration of Object Animism"
2010, 2011	\$25K each year - National Science Foundation Workshop grants supporting the Sketching in Hardware conferences 2010 & 2011
2007	\$5K ArtCenter College of Design Faculty Enrichment Grant for NETLab Toolkit
2005	\$100K + Equipment - Sun Microsystems Sponsorship of "The New Ecology of Things" course

PROFESSIONAL MEMBERSHIPS

Member, IxDA – Interaction Design Association

Member, ACM – Association for Computing Machinery, SIG Human Computer Interaction

Member, AAAI – Association for the Advancement of Artificial Intelligence

WEB AND SOCIAL MEDIA

philvanallen.com — personal site

commotion.ai — consulting site

<https://github.com/pvanallen/> — open source software repository

twitter.com/philvanallen – AI and IxD

youtube.com/user/philvanallen – projects and tutorials

linkedin.com/in/philipvanallen – professional network

TECHNOLOGY EXPERTISE

Languages: Python, C# (Unity3D), JavaScript, Swift (IOS)

Software: IBM Watson Cognitive Services, TensorFlow, MySQL, WordPress, Excel, Adobe Suite

Hardware: Audio/video, Raspberry Pi, Microcontrollers, AR/VR, Sound Recording, Lighting

Tools: 3D Printers, Metal Milling Machines, Electronics Assembly

Fields: AI/ML, IoT, Cloud Computing, Tangible Interaction

PATENTS

US 6411994 P.A. van Allen, and J.E. Carryer. 2007. Interface System Using Hotspots.

US 6439459 Dougherty, T.J., S.J. Mountford, J.L. Dorogusker, J.H. Boyden, P.A. van Allen, D.E. Cummings, and B.A. Ullmer. 2002. Methods and Systems for Providing Human/Computer Interfaces.