

# Brett Avery Halperin

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Residence: Seattle, WA, USA

## Education

9/21-Present      **PhD** {in progress}, Human Centered Design & Engineering, **University of Washington**, Seattle, WA  
Research Interests: AI Storytelling, Human-Computer Interaction, Interaction Design, Interactive Narrative, Narrative Systems, Social Practice, Urban Design, User Experience & Interface Design.

Class of 2018      **BA magna cum laude** Independent Concentration, **Brown University**, Providence, RI  
RISD | Brown Cross-Registration: Graphic Design and Computation, Technology, & Culture concentration coursework, **Rhode Island School of Design**, 4.00/4.00 Cumulative GPA.

## Experience

Summer 2022      **Visiting Academic**, Institute for Creative Technologies, **University of Southern California**, L.A., CA  
Incoming role, researching creative visual storytelling with computer vision and natural language.

9/21-Present      **Research Assistant**, Prosocial Computing Lab & TAT Lab, **University of Washington**, Seattle, WA  
Researched how an interactive narrative-dialogue system, a conversational storytelling agent, can engage marginalized residents in therapeutic storytelling experiences and support social movement organizations in documenting and elevating stories of systemic housing insecurity; Executed literature review of HCI research on dialogue and narrative systems of social justice; Conducted 17 semi-structured one-on-one interviews, collecting qualitative data for analysis; Coded data by analyzing information for key themes, concepts, and relations contained within; Synthesized findings and design implications for conversational storytelling agents of justice; Wrote 20+ pg. paper and submitted it for publication to Association for Computing Machinery.

3/20-Present      **Design Lead**, COVID-19 Story Mapping, **The Anti-Eviction Mapping Project**, New York, NY  
Led co-design of COVID-19 digital interactive story mapping of global housing justice actions, housing protection legislation, eviction information, oral histories with sound visualization online at: [covid19.antievectionmap.com](http://covid19.antievectionmap.com), garnering ~25,000 views and 175+ backlinks on other websites; Practiced community-led design with organizers, volunteers, activists, and tenants by attending tenant union meetings and coordinating with partner organizations to participate in process; Conducted one-on-one interviews and usability testing with community organizers and tenants; Evaluated interactive system design heuristics for usability, accessibility, and language justice; Designed poem generator for tenants to write poetry about their COVID-19 housing experiences; Prototyped audio-reactive oral histories, using visual simulator to construct design document; Assisted in grant writing to further organizational infrastructure and narrative work capabilities; Designed creative visual assets and graphic designs for social media to support outreach efforts; Facilitated classroom partnerships with Stanford University courses, mentoring 11 undergrads.

1/20-10/21      **Senior Experience Designer**, Experience Center, **PwC Digital Services**, New York, NY  
Built users flows, wireframes, and interactive prototypes for digital experiences of software;

Designed user interface of screens and on-brand assets by working with established patterns to define and update UX/UI design pattern libraries, forming consistent stylistic constraints;  
 Monitored contemporary UX/UI design and emerging technology market trends in consulting;  
 Worked as cross-functional team to understand client and user needs through user-centered design research, workshop facilitation, and co-design sessions with range of stakeholders;  
 Led co-design sessions to account for diverse stakeholder perspectives in design process;  
 Analyzed and synthesized stakeholder feedback to iterate on interactive design artifacts;  
 Marshalled resources of \$45+ billion firm to meet stakeholder design briefs and objectives;  
 Collaborated across functions of strategy, technology, creative, and production, mobilizing resources and coordinating project work with third-party vendors to implement designs;  
 Proactively managed client relationships and reported summaries to senior management;  
 Led and helped upskill junior members of user experience design team as a senior mentor;  
 Established effective working relationships directly with clients, stakeholders and users;  
 Utilized effective written and verbal communication skills, emphasizing preparation of clear documentation and professional interaction with firm management, coworkers, and clients.  
 Engaged in teamwork dynamics to contribute to positive, collaborative, and inclusive workplace culture by building relationships and proactively seeking clarification, guidance, and feedback;  
 Prioritized and managed multiple tasks in fast-paced environment to complete workflows in timely, accurate, and efficient manners, enabling smooth delivery of design artifacts to clients;  
 Designed causal loop design simulation for R&D while working with Emerging Technology Lab;  
 Executed craft to deliver functional requirements as interactive prototypes, integrating design with business needs to materialize client requests and obtain signoff for product development.

9/20-12/20

**Senior Experience Designer**, NY Health Group, **Edelman x AstraZeneca**, New York, NY

Designed user experience and user interface of responsive website to launch digital storytelling campaign, spotlighting patient narratives about “the silent killer” disease, Chronic Kidney Disease, to have “unfiltered” conversations about kidney health, online at: [unfilteredkidneyconvos.com](http://unfilteredkidneyconvos.com);  
 Wireframed mobile-first screens to design basis of customer resource management system;  
 Created digital graphics and other visual assets to generate leads on social media channels;  
 Constructed information architecture of website by designing sitemaps and annotated specs;  
 Prototyped interactive website to present deliverables to client and stakeholders at meetings;  
 Prepared design assets hand-off package for third party vendors to develop responsive website.

7/20-8/21

**Product Designer**, Polymarket, **Blockratize Inc.**, New York, NY

Designed web-based decentralized global prediction markets product of early stage technology start-up funded by high-profile investors by creating platform for users to bet on outcomes of news stories and current world events such as election outcomes, music award winners, and more by using USDC, cryptocurrency pegged to US dollars, on the platform online at: [polymarket.com](http://polymarket.com);  
 Investigated binary and scalar market applications to assess user experience design directions;  
 Researched prediction markets to distill key takeaways for onboarding user experience design;  
 Designed onboarding user experience, search bar, and functions to sort and filter search results.

1/20-12/20

**Scholar**, Yellowbrick, **Parsons School of Design x Complex Media**, New York, NY

Received Yellowbrick scholarship funding to study through the School of Fashion at New School to work on exploratory design of hyperfabric: interactive fabric that plays motion graphics and music videos by designing AR/VR mobile application prototype to connect objects to garments;

Designed archetypal hooded sweatshirts with embroidered QR codes for users to scan and experience AR/VR/3D digital environment that connects to garments via mobile application;  
 Developed AR/VR/3D digital environments using A-Frame WebVR and Glitch to make graphics appear on user's mobile browser after scanning embroidered QR code with their smart phones;  
 Conducted semi-structured interviews, expert interviews, and market research to analyze data;  
 Designed human-centered design tools: persona synthesis, empathy maps, and journey maps;  
 Mapped information architecture to prepare responsive design of website and mobile specs;  
 Conducted usability testing of AR/VR mobile application with five users to evaluate features.

12/19-2/20

**Graphic Designer**, Music Group, **32moons**, New York, NY

Constructed visual and brand identity of Brooklyn-based music group to design print posters, interactive digital graphics, Instagram grid and layout for distribution on social media channel;  
 Designed conceptual art logo of 32 crescent moons in formation of sound waves for music group;  
 Experimented with audio-reactive visuals of music to promote album releases and performances.

7/18-11/19

**Analyst**, Business Development, **AQR (Applied Quantitative Research)**, Greenwich, CT

Assisted principal investigator in data science investigations, design, and production of monthly report of data visualizations, summarizing behavioral science theories, complex systems analysis, and quantitative models to inform C-Suite level decisions of \$200+ billion applied research firm;  
 Analyzed dataset of over 10,000 competitor products by programming formulas to update and design monthly competitive intelligence report synthesizing analytics of competitor products;  
 Collaborated with machine learning data scientists on experimental side-project outside of work, creating and training a Generative Adversarial Network (GAN) to generate acrylic pour paintings.

8/18-7/19

**Artist-In-Residence**, Design Media Art, **Con Artist Collective**, New York, NY

Created immersive lighting installation art, Electromagnetic Lighthouse, with electromagnetism, velvet, glass, wood, paper, neon, LED lighting, paint, and water as sculptural materials of inquiry.

9/17-5/18

**Design Researcher**, Game Design, **Buttonwood Gaming at MIT**, Cambridge, MA

Designed interactive narrative to form basis of simulation game by crafting multi-form narrative rooted in tradition of family saga literature, whereby interactor plays as a family, shifting vantage points to investigate roles of different identities in world history to model diverse perspectives;  
 Conducted quantitative and qualitative design research by aggregating 300+ years of historical data and interviewing academic experts to define scope of player experience of simulation game;  
 Prepared conference presentation on key research findings, design, and use of theories in action.

Summer 2017

**Summer Scholar**, US Innovation Group, **Deloitte**, New York, NY

Designed software robot to automate business processes by detailing 30-page process design document with task flows and technical and business requirements to prepare hand-off delivery;  
 Implemented software robot to recover assets of \$50+ billion firm when employee leave firms;  
 Established Center of Excellence for robotic process automation at Information Technology HQ.

Summer 2016

**Summer Scholar**, US Innovation Group, **Deloitte**, New York, NY

Conducted research on Technology Trend-Sensing and Communications team, investigating robotic process automation, natural language generation/processing, and machine learning to draft 15-page press publication: *Robotic process automation A path to the cognitive enterprise*;  
 Built information architecture for robotic process automation, visualizing task flow diagrams;

Conducted semi-structured interviews with artificial intelligence researchers at universities.

## Invited Journal Publications

2. **Brett A. Halperin** and The Anti-Eviction Mapping Project, 2022 (Forthcoming), *Interactive Digital Story Mapping to Document COVID-19 Housing (In)justice through Community-Based Design*, Dispatches from the Threshold: Organizing for Housing Justice in a Pandemic.
1. **Brett A. Halperin**. *Airbrush hyperfabric: designing interactive storytelling fabric connected to motion graphics and music*. *ACM Interactions* 29, 3 (May - June 2022), 8–9.

## Conference Presentations & Non-refereed Publications

9. *Anti-Eviction Mapping Tenant Narratives of Resistance Amidst Health and Housing Crises*, Shaping Change Track, Allied Media Conference, Detroit, MI, July 2, 2022.
8. *The Strategies and Challenges of Collective and Critical Story Map-making: Engaging Housing (In)justice Under COVID-19*, Counter-mapping The City International Virtual Conference, Virtual Event, Philippines, Mar. 15, 2022.
7. *Co-designing an Interactive Story Mapping System and Narrative Technology for Housing Justice Action*. Urban@UW Initiative, Anti-Displacement and Belonging Workshop, University of Washington, Seattle, WA, USA, Jan. 25, 2022.
6. *Co-designing an Interactive Story Mapping System for Housing Justice Action*, Techniques, Technologies, and Relations in Mapping Evictions Panel, 45 Annual Conference, Society for Social Studies of Science, Toronto, Canada, Oct. 7, 2021.
5. *COVID-19 Oral Histories of Tenant Resistance & Eviction Information*, Following the Trail of Citational Justice: Critically Examining Knowledge Production in HCI Workshop, CSCW '21: Computer Supported Cooperative Work and Social Computing, Virtual, USA, Oct. 24, 2021.
4. *Simulating Political Economy & World History*, History, Storytelling, & Making the Past Present Roundtable, Theories in Action Conference, Brown University, Providence, RI, USA, Apr. 30, 2018.
3. *Data Tourism*, Designation Conference, Princeton University, Business Today, New York Academy of Sciences at World Trade Center, New York, NY, USA, Apr. 9, 2017.
2. *Asset Recovery Robot Design Documentation & Implementation*, Consulting Summer Scholar Conference, Deloitte University, Westlake, TX, USA, Jul. 18-20, 2017.
1. *Robotic Process Automation: A Path to the Cognitive Enterprise*, Consulting Summer Scholar Conference, Deloitte University, Westlake, TX, USA, Jul. 19-21, 2016.

## Invited Talks

9. *Interactive Digital Story Mapping to Document Housing (In)justice through Community-Based Design*. GIS Symposium. University of Washington, Seattle, WA, USA, May 25, 2022.
8. *Strategies & Challenges of Interactive Story Mapping: Co-designing Information Visualizations to Support Housing Justice Action*. Child Care Access in Seattle: Mapping & Visualization, Directed Research Group, University of Washington, Seattle, WA, USA, Apr. 15, 2022.
7. *Co-designing an Interactive Story Mapping System and Narrative Technology of Housing Justice Action*. The Intersection of Homelessness and Mass Incarceration. CARE St. Louis and Rolla Renters Association, St. Louis, MO, USA, Feb. 1, 2022.
6. *AIRBRUSH Hyperfabric: Interactive Storytelling Fabric*, Object Lessons, Textile Studies Graduate Research Cluster, University of Washington, Seattle, WA, USA, Dec. 3, 2021.
5. *On the Anti-Eviction Mapping Project: Co-Creating a COVID-19 Storyworld of Housing (In)Justice Information*. EECS for All: Social Justice in EECS (CS 194), Electrical Engineering & Computer Sciences Dept., UC Berkley, Berkley, CA, USA, Nov. 8, 2021.
4. *Audience-Centered Communication*, Albright Fellows Training, Madeleine Albright Institute for Global Affairs, Wellesley College, Wellesley, MA, USA, Jan. 24, 2018.
3. *Audience-Centered Communication*, WE@Brown: Women's Entrepreneurship Incubator, Brown University, Providence, RI, USA, Apr. 25, 2018.
2. *Audience-Centered Communication*, Theory & Practice of Sustainable Investing (ENVS 1545), Environmental Studies Dept., Brown University, Providence, RI, USA, Apr. 17, 2018.
1. *Audience-Centered Communication*, Crossing the Consumer Chasm By Design (ENGN 0120A), Engineering Dept., Brown University, Providence, RI, USA, Jan. 24, 2018.

## Teaching

- 1/22-3/22 **Teaching Assistant**, Information Visualization, **University of Washington**, Seattle, WA  
Assistant taught Master's Human Centered Design & Engineering course, HCDE 511, modules including Data Encoding, Distortion, Interaction, Multivariate Analysis, and Visual Perception; Led instruction for module on Storytelling by setting pedagogic goals and lecturing material.
- 7/22-6/21 **Teaching Assistant**, UX/UI Design, **Columbia Engineering Boot Camps (2U, Inc.)**, New York, NY  
Assisted in classroom management and teaching 20+ working professional students modules: user-centric design research, user interface development, interactive prototyping, wireframing.
- 1/21-6/21 **Class Partner**, Computer Science for Social Good Studio, **Stanford University**, Stanford, CA  
Facilitated classroom partnership for series of two undergraduate Computer Science courses: 1) CS 51: Designing Social Impact Projects, and 2) CS 52: Implementing Social Impact Projects.
- 9/20-11/21 **Class Partner**, Community-Engaged Learning, **Stanford University**, Stanford, CA

Facilitated classroom partnership for undergraduate Urban Studies course, URBANST 164: Sustainable Cities, teaching custom community-engaged design and engineering curriculum.

9/17-12/17 **Teaching Assistant**, Audience-Centered Communication, **Brown University**, Providence, RI  
Assisted in teaching undergraduate Theatre Arts & Performance Studies course, TAPS 0220: Persuasive (Audience-Centered) Communication, covering public speaking and speech writing.

## Scholarly Grants & Funding

5. Research Mini-Grant of \$5,000, *The Anti-Eviction Mapping Project*, Oral History Association and National Endowment for Humanities, 500 W. University Ave., El Paso, TX, 2022.
4. Yellowbrick Scholarship, *AIRBRUSH Hyperfabric: Interactive Storytelling Fabric*, Parsons School of Design, Complex Media, Yellowbrick, New York, NY, USA, 2020.
3. Crowdfunding, *3D Reflection: 3D Printed Lapels*, GoFundMe, New York, NY, USA, 2019.
2. Young Talent Scholarship, International Summer Academy of Fine Arts and Media | Venice (Sommerakademie Venedig), Venice, Italy, 2018.
1. Explore Grant, *Go-K Digital Storytelling: Bringing Graphics to Life in Children's Electronic Books*, Nelson Center, Brown University, Providence, RI, USA, 2017.

## Exhibitions & Showings

11. Media Archaeology Lab's Art Show, *Into the Light*, New Art City: Virtual Art Space, 2022.
10. The New York Academy of Art, 24<sup>th</sup> Annual Tribeca Ball by Van Cleef & Arpels, *3D Reflection: 3D Printed Fashion Lapel*, New York, NY, USA, 2019.
9. Con Artist Collective NYC Gallery, Spring Residency Showcase, *Electromagnetic Lighthouse*, New York, NY, USA, 2019.
8. Greenpoint Gallery, Salon Show, *Swing*, Brooklyn, NY, USA, 2019.
7. Con Artist Collective NYC Gallery, Fall Residency Showcase, *Life Goes Up & Down & Back Around*, New York, NY, USA, 2018.
6. Zenobio Palace, Lviv: View from Inside – View from Outside Exhibition & Performance, (1) *Venetian Canal Water of the Future* & (2) *Do Not Feed...*, Venice, Italy, 2018.
5. Ivy Film Festival, New Media Exhibition & Virtual Reality Arcade, *Technicolor Technoutopia* Virtual Reality, Providence, RI, USA, 2018.
4. Rhode Island School of Design, Computer Utopias Showcase, *Ritual Garden: the Computer Reimagined*, Providence, RI, USA, 2018.

3. Brown University, Granoff Center for the Creative Arts, 30-Day Exhibition, *Simplicity*, Providence, RI, USA, 2017.
1. Brown University, Modern Culture & Media Department, EXPO Exhibition, (1) *Filtered Sunlight* & (2) *Sounds We Drown Out with Headphones*, Providence, RI, USA, 2017.
1. Rhode Island School of Design, City + Data Exhibition, RISD/Brown/MIT STEAM, Data Tourism, Providence, RI, USA, 2017.

## Honors & Awards

6. Top Scholar Award, University of Washington, 2021.
5. 1<sup>st</sup> Place, Innovate@Brown, Nelson Center, Brown University, 2018.
4. Official Selection, Ivy Film Festival, New Media Exhibition & VR Arcade, 2018.
3. *Magna Cum Laude*, Cum Laude Society, Brown University, 2018.
2. Advanced Placement Scholar With Distinction, The College Board, 2014.
1. National Merit Commended Scholar (Top 2% In Nation), National Merit Scholarship, Corporation, 2013.

## Memberships

5. Association for Research in Digital Interactive Narrative, 2021 – Present.
4. Association for Information Science and Technology, 2021 – Present.
3. Association for Computing Machinery Special Interest Group on Computer-Human Interaction, 2020 – Present.
2. Interaction Design Foundation, 2019 – 2020.
1. Brown Media Group, 2018 – 2019.

## Service

8. CSCW'22: Computer-Supported Cooperative Work Organizing Committee, Website Design Chair, Virtual (Taipei, Taiwan), 2021 – Present.
7. The Anti-Eviction Mapping Project, Designer, New York, NY, USA, 2020 – Present.
6. What People Think, Society & Culture Publication, Designer, New York, NY, USA, 2020.

5. Jewish Community Day School of RI, STEAM Instructor, Providence, RI, USA, 2018.
4. Brown Innovation for Health, Organizing Committee, Head of Fundraising (\$20,000+ raised), Warren Alpert Medical School, Brown University, Providence, RI, USA, 2017.
3. Ivy Film Festival, Organizing Committee, New Media Organizer, Providence, RI, 2018.
2. Brophy School, Transitional Bilingual Education, Teacher's Aide, Framingham, MA, 2017.
1. Habitat for Humanity, Disaster Relief, Homebuilder/Painter, New Orleans, LA, 2013-14.

## Skills

### Design Research

Codesign Workshop  
Contextual Inquiry  
Fieldwork Study  
Literature Review  
Market Research  
User Interviews

### Experience Design

Accessibility Guidelines  
Information Architecture  
Interactive Prototyping  
Sketching/Storyboarding  
Usability Testing  
User Stories/Task Flows

### Interface Design

Color Theory  
Composition  
Grid & Layout  
Heuristic Review  
Style Guide  
Typography

### Languages

Spanish, Proficient  
Hebrew, Beginner

### Tools

Adobe XD  
HTML/CSS/JS  
Figma  
InVision  
R/RStudio  
Sketch

## References

Available upon request.