

ZOHAR KFIR

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www.zzee.net

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EDUCATION

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| MFA | Concordia University Programme in Studio Arts [Open Media] | 2008- 2011 |
| MPS | New York University Interactive Telecommunications Program (ITP) NYU | 2000-2002 |
| BFA | Camera Obscura School of Art Department of Digital Media and Film, Tel Aviv | 1995-2000 |

WORK EXPERIENCE

L.A. BRUELL | CREATIVE DIRECTOR **2016-CURRENT**

Serves as L.A.Bruell's project manager and creative director. Founded in 1986, L.A. Bruell, creates documentary, interactive, and educational programs with a special emphasis on art and medicine. We are producers, writers, visual artists and programmers creating work for multiple platforms. <http://labruell.com>

FREELANCE MEDIA PRODUCER AND DESIGNER **1999-CURRENT**

Work as a freelance media producer for commercial and private projects using high-end equipment. Clients include NYU University, Concordia University as well as live music performances, private events and documentary projects. Production work includes filming, editing, sound and post-production as well as 2D and stop-motion animation; Design for web using Wordpress, HTML, CSS; as well as graphic design work such as logos, brochures and branding. www.extopic.net

MEDIA ARTIST **1999-CURRENT**

A practicing media artist working with experimental video, interactive art and Virtual Reality. Her artistic practice deploys non-linear narrative to cover a wide range of topics; from more meditative experimental work to documentary interventions, which combine traditional cinematic techniques with expanded interactivity. Zohar has shown her work widely in galleries, festivals and conferences including Tribeca Film Festival; Transmediale; NYUFF; FACT Liverpool; Oberhausen Film Festival; SIGGRAPH; ISEA and RIDM, and reviewed in TIME Magazine; The Creators Project; Engadget.; i-Docs and Forbes among others.

PART TIME INSTRUCTOR | INTERNATIONAL CENTER OF PHOTOGRAPHY, NYC **2016- CURRENT**

Instructor for multimedia courses at ICP and the New Media Narratives program which introduce students to a wide set of digital storytelling genres and technologies; exploring the intersections of story, interface, usability and design decisions in contemporary interactive media.

DEVLAB **2016**

DevLab is a new initiative from Oculus & Kaleidoscope to support independent VR creators and explore the boundaries of virtual reality as an art form. A month-long program, DevLab has selected leading artists from around the world to incubate new work, seek funding, and create the next wave of great VR experiences. DevLab begins with a two-day gathering in Los Angeles. Through hands-on workshops, live performances, and mentorship, rough ideas become solid projects.

THE MADE IN NY FELLOWSHIP | THE MADE IN NY MEDIA CENTER BY IFP **2016**

Fellow at the Made in NY Media by IFP Media Center, developing an interactive virtual-reality film that engages a found-film footage archive. The Made in NY Fellowship Program by IFP seeks to foster a diverse media industry, recognizing that different experiences, perspectives, and cultures are critical to advancements in innovation and creativity; The NY Media Center is where storytellers from multiple disciplines, industries and platforms create, collaborate, connect and incubate across a spectrum of programs, events, and experiences. <http://nymediacenter.com>

MEDIA LAB TECH | THE FEMINIST MEDIA STUDIO, CONCORDIA UNIVERSITY **2015**

Hired as a consultant to establish and set up the Feminist Media Studio, a grant funded Research and Creation Lab engaging with feminist scholarship in a research context. Work responsibilities include advising on high-end production equipment purchases with a \$250,000 budget, Studio management and facilitation of access to the technical resources; leading training sessions as well as assisting users and providing troubleshooting support for technical operation of studio equipment. <http://feministmediastudio.ca>

GRANT RECIPIENT | CANADA COUNCIL FOR THE ARTS **2013 – 2014**

During 2013, I received both Media Arts Canada Council for the Arts and Vivacité Montréal grants (\$45,000) to develop Points of View– an ongoing interactive web documentary based on video footage shot by Palestinians working with B'Tselem's Camera Distribution Project. It offers an intimate and situated look at life under the Israeli occupation. This ongoing project had been featured in prestigious festivals and publications such as SIGGRAPH, ISEA and the Creators Project among others. www.points-of-view.net

MEDIA INSTRUCTOR | THE DIGITAL LITERACY PROJECT **2010-2012**

Worked as an instructor and facilitator for various multimedia and production workshops such as video, animation, graphic and web design, digital photography and more. The (DLP) is an initiative of the Atwater Library which encourages youth and community groups to discover new and creative ways to use digital technologies in order to discuss issues important to them, develop skills, and build community.

RESEARCH ASSISTANT | THE TOPOLOGICAL MEDIA LAB **2009- 2011**

Worked as a research assistant for several projects at the Concordia-based digital experimentation laboratory, the Topological Media Lab. Ongoing video documentation and editing of research materials conducting experiments as well as prototyping projects with basic electronics, Max/ Jitter and Arduino modules. www.topologicalmedialab.net

INSTRUCTIONAL DESIGNER | MCGILL MEDICAL SCHOOL **2008-2009**

Worked as an instructional designer and medical illustrator authoring virtual patient medical cases for undergraduate medical students, using DiagnosisX- An application developed at the Molson Group to simulate a medical encounter with a virtual patient as well as working with the software development team.

MEDIA DESIGNER | DIVISION OF EDUCATIONAL INFORMATICS, NYU **2006- 2009**

Worked as the production team leader for the creation of medical education online modules. Work included video production and post-production, medical illustration, 2D animation, video authoring for the web, application development and interaction design; Managing equipment, purchasing and maintenance of production studio.

VIDEO EDITOR/POST PRODUCTION ARTIST | AES, NYU MEDICAL SCHOOL **2001- 2006**

Hired by the Surgery Department to assist in the production of the Web Initiative for Surgical Education Modules ([WISE-MD](#)) a web-based educational tools used in more than 25 medical schools Internationally. Work included the production of various teaching modules; video production, filming, editing and authoring for the web, 2D animation and postproduction of medical content; Training interns and faculty members in multimedia production.

PHYSICAL COMPUTING INSTRUCTOR | NEW YORK UNIVERSITY **2005-2007**

Physical Computing for Students and Teachers, a project of the Institute for Schools of the Future and New York University School of Medicine built the capacity of high school teachers to provide physical computing experiences for their students.

NYU TV CENTER **2000-2002**

Worked as a videographer and video editor of various events of New York University. Work included ongoing maintenance of the TV Center equipment as well as teaching NLE video editing systems and offering ongoing support and guidance to people interested in TV production.

POST PRODUCTION ARTIST | PIXEL, TEL AVIV **1997-1999**

Worked as a post-production artist and 2D animator producing television commercials using Adobe After Effects.

GRANTS & AWARDS

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| NYSCA/NYFA Artist Fellowship Digital/Electronic Arts | 2017 |
| DevLabs The Inaugural edition of Oculus & Kaleidoscope Devlab | 2016 |
| Fellow at the Made In NY Media Center By IFP, in Brooklyn, NY | 2016 |
| Canada Council for the Arts Travel Grant for Media Artists | 2014 |
| Vivacité Montréal Conseil des arts et des lettres du Québec (CALQ) | 2013 |
| The Canada Council for the Arts Media Arts Section | 2013 |
| Future Seeds Asociety Honorarium | 2011 |
| Canada Council for the Arts Travel Grant | 2011 |
| Dean's Travel Grant FOFA Concordia University | 2010 |
| American - Israeli Cultural Foundation | 1999 |

TEACHING AND WORKSHOPS

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| International Center of Photography, NYC, Part- time faculty | 2016 |
| The Digital Literacy Project, Atwater Library, Montréal | 2010- 2012 |
| Université de Montréal, Image processing workshops for biologists | 2013 |
| Concordia University, Montréal, Adobe After Effects and FCP workshops | 2008-2011 |
| Polytechnic University, Brooklyn, Integrated Digital Media Department | 2004-2005 |

LANGUAGE PROFICIENCY

English- Full professional proficiency
French- Basic spoken and written
Hebrew- Native
Arabic- Basic understanding

COMPUTER SKILLS

VIDEO

Extended knowledge working with and teaching of HD video production, post-production and workflows. Specialties include filming, editing, post-production and 2D animation (including motion graphics, typography and compositing using Adobe After Effects) NLE editing systems (FCP, Premiere, AVID) and web streaming/ DVD authoring and compression schemes.
Virtual Reality Production and Design. Basic knowledge of Max/Jitter for live/interactive video projects.

GRAPHIC AND WEB DESIGN

Extended Knowledge of Adobe CS suite for print, web and graphic design as well as Wordpress, CSS and HTML.

PHYSICAL COMPUTING

Working knowledge with Micro controllers. (Arduino boards/BX-24/PIC /Basic stamp), and prototyping electronics. Basic knowledge using Max/Jitter for live/interactive video projects.

PHOTOGRAPHY

Well versed with operating film equipment, darkroom and studio lighting. This includes taking photographs (35mm or large formats), developing professional black and white or color prints and operating a darkroom. Operating digital cameras, DSLR's retouching and teaching of digital photography and image processing.

SOFTWARE

Final Cut Pro, Adobe After Effects, Motion, Compressor, DVD Studio Pro, Adobe CS suite (Photoshop, illustrator, Indesign, Flash, Dreamweaver], Media Cleaner, Sorenson Squeeze, iLife, Pro tools, Digital Performer, Peak, Max/Msp/Jitter, Microsoft Office, WordPress, CSS and many more.

Operating systems: Mac OS, Microsoft windows.

Programming languages: HTML, CSS, Lingo, Action script.

HARDWARE

- Maintaining and installing AV equipment for various purposes- high end video cameras, audio recording, projectors, screens and sound equipment.
- Maintaining computers and network system configurations and their peripherals in Mac OSX and PC environments. Assisting and troubleshooting with technical support issues.

EXTRACURRICULARS

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| Studio XX Montreal, Board Member | 2014-2015 |
| CEREV Concordia University, Research Affiliate | 2013-Present |
| FluxMedia Concordia University, Member | 2011-Present |
| Eastern Bloc, Member | 2011-2015 |
| Studio XX Montreal, Member | 2010-Present |
| Topological Media Lab Concordia University | 2008-2015 |
| Articule Gallery (programming committee) | 2008- 2011 |
| Israel Defense Forces [IDF] Served as a paramedic in a field clinic | 1992-1994 |

REFERENCES CAN BE PROVIDED UPON REQUEST

LINKEDIN PROFILE <https://www.linkedin.com/in/zoharkfir>