

Sarah Fay Krom

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Academic Experience

NYU Shanghai

present, Shanghai, China

Visiting Assistant Arts Professor, Interactive Media Arts

I am currently a Visiting Assistant Arts Professor within the Interactive Media Arts program at NYU Shanghai. My courses focus on visual-based Interactive Storytelling and Games as Art. I also teach one of the program's foundation classes, Communications Lab, which provides a framework for learning to communicate through digital means, primarily through the development of web-based projects.

University of CA, Santa Cruz

2014 - 2016, Santa Cruz, CA

Graduate Student Researcher, Teaching Assistant

While completing my MFA in Digital Arts and New Media, I was a researcher within the Computational Cinematics Studio in the Center for Games and Playable Media. Our group focused on exploring visual language as a computational model for communication. I was a teaching assistant for courses including: Issues in Digital Media, Videogames as Visual Culture, History of Digital Games and Disney.

Miami University

2013 - 2014, Oxford, OH

Visiting Faculty, Armstrong Institute for Interactive Media Studies

The Armstrong Institute for Interactive Media Studies is an interdisciplinary program that examines how digital technology is transforming traditional areas of inquiry. I was faculty within the Games Program and spearheaded the team designing the curriculum for a new Games Major. Courses taught include Web and Interaction Design, Design of Play, Game Prototyping and Production and Interactive Animation.

Peking University

2013, Beijing, China

Lecturer, Foreign Expert in Digital Arts, School of Software and Microelectronics

The Digital Arts and Design department was in the midst of reshaping itself as Peking University's center for technology and art. I was invited to share my experience in interactive media and games and to coordinate the department's curriculum redesign and creation of new course syllabi.

National University Singapore

2006, Singapore

Lecturer

I designed and taught a course on "Interactive Storytelling" that builds upon concepts in game design and visual storytelling in film and animation. The course incorporates approaches to interaction design that give the user an integral role in the narrative's creation.

Fachhochschule Kiel Univ. of Appl Sciences

2005, Kiel, Germany

Lecturer

I designed and taught a two-week Masters module on "Interactive Storytelling" for their International Master of Multimedia Production; a condensed approach to my semester long course that focused on the creative and technical challenges of designing and implementing an interactive story world.

Game Lab@NTU

2004, Singapore

Founding Director/Creative Director

In this role I defined and promoted the vision, goals and methodologies behind the Game Lab. The resulting design focused on two major areas of game development: 1) creative use of technology for the advancement of game media 2) exploration and initiation of new arenas in game design, theory and practice. Responsible for initiating all aspects of establishing the lab: budgeting, infrastructure plans, hiring and managing personnel, incorporation of research students and staff into the working of the lab. Defined and initiated industry and academic relationships, potential client base and research collaborations and partnerships. Developed project proposals. Presented and promoted to such governmental bodies as MDA, IDA, MOE, DSTA, SCME; academic bodies as NIE, USC, ICT; and external institutions such as National Library Board, Singapore Art Museum. Special emphasis on Interactive Storytelling, Games for Education and Social Impact Games.

DeAnza College

1996 - 1999, Cupertino, CA

Animation Faculty

As founding faculty of this new program within the Film and Television department, I developed and taught a range of courses for animation and digital media including Introductions to 2D and 3D Computer Animation, and Drawing for Animators: Human and Animal Figures in Motion.

Professional Experience

Independent

2010 – 2012

Designer/ Director

Creative and artistic direction, design and production for projects and commercial titles in interactive and digital media, and for a range of platforms including handheld and mobile devices. Overall vision and concept design, interaction design and user experience, art production, storyboards, animation. Focus on games, interactive media for education and interactive story development.

Clients Included: Disney Online, Funpad/Invictus Games, 3D Magic Factory

IDEAforia Pte. Ltd.

2005 - 2010

Director

IDEAforia was launched in Singapore and then New York City in partnership with Edward Bakst. The company's mission was to inspire and educate users of media-related technologies to see them as a creative extension of their imagination and ideas. We conceptualized and developed projects that highlighted technology as a creative language for expression and a springboard for innovation; consulted for a variety of academic institutions and commercial entities who wished to emphasize this approach. My focus was the evolution of story in an interactive environment and the intersection of interactive media, games and education. I also conducted research into the relevant existing and emerging technologies, co-wrote proposals and preliminary business plans for several projects. Large-scale proposals included an interactive story theme park, interactive playground for a childrens' museum, an experimental educational space and an "imagination" city for research and innovation.

Backbone Entertainment

2002 – 2004

Art Director

Design and production of artwork for commercial and educational games. Supervised a team of artists working in traditional and digital methods, and acted as a liaison with the engineering staff. Involved in adapting the game designs from the original design document as the project evolved. I worked with new or proprietary hardware platforms that required close communication with the engineering staff, and a thorough understanding of the artistic limitations and possibilities from an engineering perspective.

Clients Included: Nokia and Sony/Activision, Leapfrog, Riverdeep/ShoPro

ASIFA-Atlanta

2001 – 2003, Atlanta GA

President

National chapter of UNESCO's International Animation Association. Represented ASIFA-Atlanta at Ottawa International Animation Festival, Canada, and Annecy International Animation Festival, France. Built or maintained relationships with local organizations and schools such as Image Film and Video, Atlanta College of Art, SCAD, Atlanta Art Institute, as well as local studios such as Cartoon Network, Primal Screen. Programmed screenings throughout Atlanta. Wrote articles for monthly newsletter and website. Organized and managed ASIFA events at Atlanta Comicon 2003; Moderated panels and conducted interviews.

Independent

1996 – 2002

Designer/ Director

Designed and implemented various projects in digital media, traditional animation, computer games and website design. Involved in a variety of production aspects: animation direction, character animation, visual effects, storyboards, background layouts, character design, interface design, sound editing, and programming.

Clients Included: Nickelodeon/Broderbund, Hasbro/Imaginengine, Mattell/Imaginengine, Discovery Channel, Arby's, Wildbrain Studios, Cingular Wireless, Ecards.com, Cartoon Network, Strottman Inc., Great American Beer Festival, DeAnza College

Cunningham

Communications, Inc.

1995-1996, Palo Alto, CA

Designer, Multimedia Specialist

Design, creation and production of multimedia presentations, collateral, print media for the firm's public relations clients. Involved in storyboard concepts through final production of on-line presentations and animated CD-ROM media; design and implementation of corporate websites.

Clients Included: Cisco Systems, IBM, @Home, Hewlett-Packard, Xerox, Motorola, and Novell.

Visix Software Inc.

1990 – 1995, Reston, VA

Designer, Production Manager

Icon and graphical user interface (GUI) design for multiple computer operating systems (Unix, IRIX, Ultrix and OS2). Testing and QA for GUI products. Design and production of all marketing materials, collateral and promotional items; Computer illustration, graphic design for online and print, awards and toy designs.

Conferences, Exhibitions and Presentations

2016, USA	Exhibitor, <i>Blindspot MFA Exhibition, UCSC, Santa Cruz, CA, "[Verge]"</i>
2016, USA	Presenter, <i>Blindspot Symposium, Santa Cruz Museum of Art & History, Santa Cruz, CA, "Playing the Frame: Towards a Visual Language for Interactive Storytelling"</i>
2015, USA	Panelist, <i>Bay Area Video Coalition, San Francisco, CA, "Storytelling Across Media"</i>
2014, USA	Speaker, <i>Miami University Art Museum, Oxford, OH, "Intertwining Stories and Games"</i>
2014, USA	Speaker, <i>Miami University Special Collections, Oxford, OH, "Early Board Games in the Evolution of Game Design"</i>
2013, China	Presenter, <i>Beijing University Daxing Campus, "Interactive Storytelling"</i>
2010, Poland	Presenter, <i>Storytelling Festival, Leba Poland</i>
2007, Singapore	Presentation of Short Films, <i>British Council Short Screening, Singapore, "Media Senses"</i>
2006, Singapore	Installed Exhibit, <i>National Library, "Art Arcade: Computer Games with Artistic Flair"</i>
2006, Malaysia	Speaker, <i>Asian Game Developer Summit, Kuala Lumpur, "Interactive Storytelling"</i>
2005, Malaysia	Speaker, <i>Asian Game Developer Summit, Kuala Lumpur, "Auteur Theory for Int Storytelling"</i>
2005, Singapore	Installed Interactive Exhibit, <i>Singapore Art Museum, "Be A City Planner"</i>
2004, Singapore	Speaker, <i>Planet Games, Singapore Science Center</i>
2004, Singapore	Moderator, <i>Virtual Reality Continuum and its Applications in Industry (VRCAI)</i>
2004, Singapore	Speaker, <i>Gamesphere 2004</i>
2004, Singapore	Juror, <i>Comgraph 2004</i>
2001, USA	Organizer/Moderator for ASIFA-Atlanta Room, <i>Comicon 2001, Atlanta GA</i>

Education

University of CA, Santa Cruz 2014 - 2016, Santa Cruz, CA	<i>Master of Fine Arts</i> Digital Arts and New Media Program, Playable Media Project Group, Expressive Intelligence Studio, Computational Cinematics Studio. MFA project and thesis focused on developing a visual language for interactive storytelling. Florence French Grant recipient. Graduate student researcher in the Computational Cinematics Studio and teaching assistant.
Carnegie Mellon University 1988, Pittsburgh, PA	<i>Bachelor of Fine Arts</i> Graduated first in class, second in the College of Fine Arts. Majored in drawing with concentrations in Computer Graphics, Film and Animation; Specialized course on 3D animation and modeling; Additional courses taken through Pittsburgh Filmmakers Media Arts Center ; Received special scholarship from the College of Fine Arts for GPA standing.

Courses

Interactive Storytelling/Narrative	Intermediate Computer Animation (3D)	Videogames as Visual Culture (TA)
Design of Play/Game Design	Drawing for Animators: Human Figure	History of Digital Games (TA)
Game Prototyping & Production	Drawing for Animators: Animal Figure	Issues in Digital Media (TA)
Web and Interaction Design	Interactive Animation	Disney (TA)
Intro to Computer Animation (2D)	Games as Art	Muppet Magic (TA)

Software Skills

Drawing, Animation, Motion Design, Illustration, Storyboards and Layout (Adobe Creative Suite, particularly Adobe Animate CC, Photoshop, After Effects and Illustrator; Maya 2016).

Programming and Game Development (Unity 5 Pro, Microsoft C#, Javascript, Processing, Actionscript 3.0).

Video editing (Adobe Premiere). Web Design/Development (HTML 5, CSS3, Javascript and PHP, Adobe Dreamweaver, Wordpress CMS).