

# SERGIO I. GOLDENBERG

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## PROFILE

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- Innovative and creative professional with more than 10 years of a unique combination of experience in the design, research, prototyping, and development of multiplatform digital media products.
- Extensive experience in the creation of new strategies and business opportunities.
- Strong leadership, mentoring, project management, and communication skills.
- Solid knowledge of content creation technologies and development tools for Internet and Television, including 3D graphics systems; newsroom and content management systems; non-linear video; web, desktop and server programming languages and frameworks; database and server applications platforms.

## EDUCATION

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**Georgia Institute of Technology** (Atlanta, Georgia) 8/2005 – 1/2011

*Ph.D. Candidate in Digital Media, concentration in Computer Science, expected 2011*

*Master of Science in Digital Media, graduated in 2007 with Outstanding Masters Project Award*

**Pontificia Universidad Católica de Chile** (Santiago, Chile) 7/1996 – 12/1999

*Licentiate in Social Information and Professional title of Journalist*

*Bachelor of Social Sciences and Humanities*

## EXPERIENCE

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**Digital Valence, LLC** (Atlanta, Georgia) 5/2010 – 8/2010, 1/2011 – Present  
*Independent Contractor*

- Developed HTML5 applications for Comcast's set-top boxes, online portal, and smartTVs.

**The Weather Channel** (Atlanta, Georgia) 6/2006 – 8/2006, 6/2007-8/2007  
*Weather Systems Intern*

- Created, designed, and implemented 3D graphics solutions for HD launch.
- Deployed new weather graphics and interactive solutions with VizRT 3D engine.

**Georgia Institute of Technology** (Atlanta, Georgia) 1/2006 – Present  
*Graduate Research Assistant, School of Literature, Communication, and Culture*

- Managed the Experimental Television Research group: [etv.gatech.edu](http://etv.gatech.edu)
- Led industry research and next generation prototyping projects with the American Film Institute, Turner Broadcasting, MTV, History Channel, Alcatel-Lucent, and Cisco Systems.
- Created innovative content solutions for: web, TV, touch-tablets, tablets, mobile devices.

**Channel 13 Television Network** (Santiago, Chile) 6/2000 – 7/2005  
*Senior Web Developer, Advanced Projects Leader, Online Content Editor*

- Led the UX/UI design, information and code architecture, business development, and content production of over 50 new web sites for [canal13.cl](http://canal13.cl)
- Headed and mentored interdisciplinary teams of designers, engineers, and journalists.
- Launched new content products: premium video portal, multimedia content for mobiles.
- Developed and researched new technologies: content management systems, streaming video platforms, Flash template systems.
- Developed first VizRT database driven solution for TV and Online live events.

**P. Universidad Católica de Chile** (Santiago, Chile) 3/2001 – 12/2010

*Associate Professor, School of Journalism*

- Researched the usage of Internet in Chile as part of the World Internet Project, study in association with the University of Southern California, USC.
- Taught New Media and Interactive Narrative courses for the Journalism undergraduate program and Convergence Journalism courses for the Master's program.
- Taught extension courses for professional journalists in Media Convergence, Technology on Communications, and Interactive-Multimedia Narrative.

**Cabrini College** (Philadelphia, Pennsylvania) 11/2003

- Visiting scholar. Lectured on media convergence, and digital communications.

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#### RESEARCH, PUBLICATIONS AND CONFERENCES

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**"Videolyzer: Quality Analysis of Online Informational Video for Bloggers and Journalists"**, with Nicholas Diakopoulos and Irfan Essa  
CHI 2009, April 4–9, 2009, Boston, Massachusetts, USA. 4/2009

**"Creating Augmented and Immersive Television Experiences Using a Semantic Framework"**  
UXTV'08, October 22–24, 2008, Silicon Valley, California, USA. 10/2008

**"Interactive Applications for Digital Television in Chile"**  
Cuadernos de Información N°22, 2008. P. Universidad Católica de Chile. 10/2008

**"DVR's and micro-social networking – Recreating the shared watching experience of TV"**  
Interactive TV: A Shared Experience. TICSP Adjunct Proceedings of EuroITV 2007, Amsterdam, The Netherlands. 5/2007

**"Interactivity: Online journalism's pending challenge"**  
Cuadernos de Información N°18, 2005. P. Universidad Católica de Chile. 9/2005

**"Digital journalism trends: The challenges of storytelling"**  
International conference organized by the World Press Institute. P. Universidad Católica de Chile. Santiago, Chile. 5/2005

**"WIP Chile: Scanning the reality of Internet in Chile"**  
Revista Universitaria N°84. P. Universidad Católica de Chile. Santiago, Chile. 6/2004

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#### HONORS AND AWARDS

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**Knight Foundation News Challenge Finalist** 2008

**Georgia Institute of Technology Awards** 5/2007  
*Outstanding DM Masters Project or Thesis & Outstanding Contribution to DM Program. Georgia Tech Master's Tower Award.*

**Chilean Government Scholarship** 5/2005  
*Full scholarship granted for post-graduate studies in the United States.*

**Pontificia Universidad Católica de Chile** 5/2000  
*Honor Vote as Licentiate in Social Information and Professional title of Journalist.*

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#### ACADEMIC AND PROFESSIONAL SERVICE AND MEMBERSHIPS

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**Association for Computing Machinery**, Member  
**Online News Association**, Member and part of International committee  
**Computational Journalism Research**, Georgia Tech  
**Hacks/Hackers**, Atlanta Chapter Co-Founder  
**Society of News Design**, Member, SND Digital Judge & Technology Advisor  
**European Interactive Television Conferences**, Paper Reviewer