

# SERGIO I. GOLDENBERG

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## EDUCATION

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**Georgia Institute of Technology** (Atlanta, Georgia) 8/2005 – Present  
*Master of Science in Information Design and Technology*

- Expected May, 2007
- GPA 3.90/4.00

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

- Deploy new weather graphics solutions using VizRT 3D realtime engine
- Plan new SMS integration for broadcast graphics

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

- Lead the Experimental Television Research group: [ctv.gatech.edu](http://ctv.gatech.edu)
- Organize symposiums (Living Game Worlds) and events (Idt Demo Day)

**P. Universidad Católica de Chile** (Santiago, Chile) 3/2001 – Present  
*Associate Professor, School of Journalism*

- Research the usage of Internet in Chile as part of the World Internet Project study, funded by a grant from the Chilean government, in association with the Center for the Digital Future of the University of Southern California, USC.
- Teach “Interactive Narrative” courses for Journalism undergraduate program and “Convergence Journalism” courses for the Master’s program
- Teach extension courses for journalists in Media Convergence, Technology on Communications and Interactive-Multimedia Narrative
- Lead the “Advanced Journalism and Multimedia Room” project
- Teach “New Media” courses: Theory of communication applied to the new media and the creation of Internet projects
- Lead “Journalism Research & Investigation” student projects

**Channel 13 Television Network** (Santiago, Chile) 6/2000 – 7/2005  
*Senior Web Developer, Advanced Projects Leader and Editor at Internet Department*

- Create, develop, and produce over 50 new web sites for [canal13.cl](http://canal13.cl)
- Design, model, code, and evaluate IA and UI
- Lead multidisciplinary teams of designers, engineers and journalists
- Develop and research new technologies: Content Management Systems, streaming video, multimedia and interactive mobile content solutions, television/internet convergence, and so forth.
- Develop first VizRT database driven solution for live broadcast events.

**Cabrini College** (Philadelphia, Pennsylvania) 11 / 2003  
*Visiting scholar as part of our SEPCHE globalization grant*  
■ Address globalization, convergence issues and future of digital communications in a series of lectures, seminars, discussions, and workshops.

**Professional Consulting** (Santiago, Chile) 2003 – Present  
■ Develop several websites and Internet solutions for profit and non-profit companies and organizations.

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#### RESEARCH, PUBLICATIONS AND CONFERENCES

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**“Interactivity: Online journalism’s pending challenge”** 9 / 2005  
Cuadernos de Información N°18, 2005. Pontificia Universidad Católica de Chile. Santiago, Chile (in spanish).

**“Digital journalism trends: The challenges of storytelling”** 5 / 2005  
International conference organized by the World Press Institute. Lecture about the evolution of the online Chilean media and the challenges that they have for the future. Pontificia Universidad Católica de Chile. Santiago, Chile.

**“WIP Chile: Scanning the reality of Internet in Chile”** 6 / 2004  
Revista Universitaria N°84. Pontificia Universidad Católica de Chile. Santiago, Chile (in spanish).

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#### HONORS AND AWARDS

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**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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#### OTHER SKILLS

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- Advanced Internet development, administration of websites and technologies (HTML, Streaming Media, XML, etc.) and excellent knowledge of development tools to create websites with database relationships (PHP, ASP, MySQL, Oracle, Javascript, etc.). Good knowledge of other computer programming languages such as Visual Basic, Java, and Actionscript.
- Advanced use of computer operating systems and network solutions: Windows and Mac OS. User level knowledge of Linux/Unix-based systems.
- Advanced use of non-linear digital video editing (Avid Express, Premiere, Final Cut Pro, etc.), newsroom systems (iNews), and 3D realtime broadcast graphic solutions (VizRT).
- Advanced use of computer software (Microsoft Office, Illustrator, Flash, Photoshop, Premiere, Pagemaker, InDesign, Dreamweaver, Corel Draw, SPSS, Frontpage, Cooledit Pro, Quicktime, and so forth) in Windows and Macintosh platforms.