

# SERGIO I. GOLDENBERG

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## PROFILE

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- Innovative and creative professional with more than 12 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 2012*  
*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 – Graduated with Honor Vote*  
*Bachelor of Social Sciences and Humanities*

## EXPERIENCE

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**CSE** (Atlanta, Georgia) 5/2010 – 8/2010, 1/2011 – Present  
*Senior Developer UX/UI – Technical Leader*

- Led the digital strategy, UI/UX, and implementation of front-end and back-end internet products and services for companies such as CNN.com, Synacor, Kellogg, Coca-Cola.
- Headed the development of next-generation interfaces for Comcast's set-top boxes, online portals, and smart TVs.

**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 – 1/2011  
*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 – SELECTION

- StoryLines: an approach to navigating multisequential news and entertainment in a multiscreen framework**, with Janet H. Murray and others. Proceedings of the 8th International Conference on Advances in Computer Entertainment Technology (ACE '11) 11/2011
- 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

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#### HONORS AND AWARDS

- We Media Pitch It Finalist** 2012
- 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.*

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#### ACADEMIC AND PROFESSIONAL SERVICE AND MEMBERSHIPS

- 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