danielgaidulaMFA

CREATIVE TECHNOLOGIST + DESIGN EDUCATOR

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professional profile

Strategic Leader Validated high-aptitude in **Inductive Reasoning** and **Spatial Visualization**, enabling the rapid diagnosis of complex systems and the translation of abstract concepts into concrete digital experiences.

Future-Focused A *Future-Focused* practitioner blending 25 years of full-stack engineering with the **d.MBA *Perennial Mindset*** to build resilient, adaptable design curriculums.

Collaborative An *Outwardly Energized* leader who bridges the gap between *Artistic* expression, *Enterprising* business value and *forward-looking* technology.

education

MFA, Graphic Design
Rhode Island School of Design, Providence, RI — 2004

Thesis: *Desperately See[k]ing Systems*, survey of design systems & analog computing magnetic tile game that explores systems of learning & perception with memory and pattern matching functions, RISD Fleet Library.

BFA, Fine Arts & Graphic Design, Minor Art History
University of Missouri, Columbia, MO — 1996

Institute of Design—IIT, Chicago, IL — 2000
Artificial Intelligence, Design Planning, Human-centered Design Studio, Information Design, and Rapid Prototyping

Savannah College of Art & Design, Savannah, GA — 1992
Art History, Color Theory, and Foundation Studies

George Washington University, Washington, DC — 1990
American Cinema, French, and Soviet Cold-War Politics

validated aptitudes & expertise

- Systems Thinking & Development
- Spatial Visualization (3D/AR/VR)
- Diagnostic Problem Solving
- Creative Management & Operations (DesignOps)
- Idea Generation & Concept Development
- Pattern Recognition & Data Mapping
- Interaction & User Experience Design
- Cross-Functional Collaboration
- Strategic Direction & Process Tuning

professional service

University of the Arts Philadelphia, PA
GD Electronic Media Curriculum Committee — 2009–2014
Championed move from Flash ActionScript programming in EM204 to HTML5, CSS3, and JavaScript beginning in 2012.

GD Senior Interactive Project Advisor — 2009–2014
Advised graduating seniors on production & programming of their capstone interactive projects.

teaching competencies

- **Emerging Tech:** Generative AI for Design Research, AI-Assisted Prototyping & Engineering
- **Entrepreneurship:** Business Models for Creatives, Value Chain Analysis (d.MBA) both traditional and AI-Assisted.
- **Methodologies:** Agile Design Sprints (adapted from d.MBA "Maker Sprints").

teaching experience

Hussian School of Art Philadelphia, PA
Adjunct Professor of Interaction Design — 2023

- **DMD 303: Dynamic Web Development**, Spring 2023
- **DMD 405: Advanced Web Project Two**, Spring 2023
- **Agile Curriculum Development:** Dynamically redesigned DMD 303 & 405 advanced interactive syllabi into a consolidated, foundational web development bootcamp to meet the specific technical realities of the student cohort.
- **Flipped Classroom Model:** Integrated industry-standard curriculum (FreeCodeCamp) for independent study, transforming in-class hours into highly engaged, hands-on technical mentorship and troubleshooting sessions.
- **Applied Logic Systems:** Developed a capstone curriculum requiring students to apply foundational HTML/CSS to build interactive, logic-based systems (Tic-Tac-Toe), successfully bridging the gap between visual design and front-end engineering.

University of the Arts Philadelphia, PA
Senior Lecturer — 2009–2014

- **Electronic Media (EM) 201: Intro to Creative Suite**, Fall 2009
- **EM 203: Interactive Production HTML + Video**, Spring 2010, Fall 2011, 2012, 2013 (two sections beginning 2012)
- **EM 204: Programming with ActionScript & JavaScript**, Fall 2010, Spring 2011, 2012, 2013, 2014 (two sections beginning 2012)

Maryland Institute College of Art (MICA) Baltimore, MD
Adjunct Professor — 2008–2009

- **Graphic Design II**, Fall 2008
- **Typography II**, Spring 2009, Fall 2009

Art Institute of Philadelphia (AIPH) Philadelphia, PA
Senior Instructor — 2004–2005
Recruited to teach concept development and portfolio preparation & improvement courses.

- **Developed design systems project** inspired by Karl Gerstner to free students from implicit biases and expectations.
- **Portfolio II**, Winter 2005, Spring 2005

AIPH ***Senior Instructor (continued)***

- **Portfolio III**, Winter 2005
- **Concept Development**, Winter 2005

Rhode Island School of Design (RISD) Providence, RI
Senior Co-Instructor 2004

- **Visual Systems**, Spring 2004 (instructor of record)
  Due to Taming the Beast's success, I was invited to co-teach with another grad student a section of this core RISD course.

Instructor / Course Developer 2003–2004

- **Taming the Beast**, Wintersession 2003 & 2004, Fall 2003 (instructor of record) Developed first-of-its-kind curriculum on Object-Oriented Programming for Designers. Students built fully functional multi-character two-player games including sound & animation. **Due to course popularity and capacity enrollment, I was asked to continue teaching it throughout my graduate tenure at RISD.**

Teaching Assistant 2002–2003

- **Type in Motion,** Spring 2003; Nancy Skolos, Professor
- **Beginning Interactive Information Design,** Fall 2002; Kryzstof Lenk, Professor

Section Instructor 2002

- **Graphic Design History,** Fall 2002 (instructor of record for section); Doug Scott, Professor. One of seven studio sections in which students are given projects to demonstrate how world events affected the development of Graphic Design and its related technology & fields. Students attended weekly group lectures by Prof. Scott with comprehensive exams.

professional development & adv. certifications

d.MBA Academy & AI Specialization
Fellow/Member 2024–present

- **Creative Technologist Focus:** Specialization in **AI-Assisted Design**, leveraging generative agents to automate market research and "prototype ideas without a single spreadsheet."
- **Strategic Curriculum:** Mastered the ***10x Designer Framework*** covering Business Strategy, Financial Prototyping, and the ***Strategic Trade-Off Matrix***.
- **Applied Methodologies:** Participated in *Maker Sprints*, intensive 9-day prototyping challenges with strict constraints.

d.MBA Program Certificate
Design MBA Intake#13 2024

Six-week program featuring:

- Business Empathy
- Business Strategy
- Business Models
- Prototyping with Numbers
- Business & Design Metrics

Business Perspectives for Creative Leaders
Yale School of Management, Certificate Program 2024

Design professionals enhance management skills, strategic thinking, and soft skills to become senior leaders. They learn to lead change and basic accounting and finance.

freeCodeCamp Certifications
freecodecamp.org/dgaidula 2022–present

Each certification represents 300 hours of study

- **Responsive Web Design** certificate
- **JavaScript Algorithms & Data Structures** certificate
- **Front End Development Libraries** (Pending)

Presenting Data & Information Certificate
Edward Tufte Seminar, New York, NY 2000

Fundamental strategies of information design, evaluating evidence used in presentations, and developing effective information display

Maine Summer Institute in Graphic Design
Maine College of Art, Portland, ME 1996

- **Typography**, Wolfgang Weingart
- **Environmental Design**, Deborah Sussman
- **Poster Design**, Nancy Skolos & Thomas Wedell

professional experience

IceBox Industries Philadelphia, PA
Design Operations & Strategy 2009–present

Provide design, development, and consulting services to Fortune 500 companies, design firms, agencies, and start-ups.

- **Architected an automated operational workflow that reduced overhead by $80k**, demonstrating the business value of computational design.
- Leveraged Inductive Reasoning to diagnose production bottlenecks, **building automated Python/Bash/NodeJS toolchains that increased output by 400%.**
- **Delivered 50% production savings** by replacing yearly printed books with multi-language (17) website & USB node-webkit (nw.js) powered keepsake for VWR's *President's Club* awards.
- **Improved SEO and increased PageSpeed scores (90+ mobile & desktop)** of client websites and WordPress installations through reengineering and optimization of JavaScript, PHP, CSS, images, and server/CMS configurations.

Lincoln Financial Group (LFG) Philadelphia, PA
Innovation Director / Senior Developer 2008

Chosen to lead Fortune 200 company's innovation group to expand exploration, vision, and strategy of emerging technologies and their application to current & future creative services' operations.

- **Increased creative services productivity by 25%** by leading strategic technology team that designed end-to-end workflow management process of best practices used to build FileMaker Pro project management application.
- **Reduced production time from seven days to one hour** by building automated data-driven AppleScript/JavaScript workflow for monthly Fixed Annuities PDF rate sheets and HTML email announcements.
- **Shaved weeks off switch to new fulfillment vendor** by devising a data-mining application that pulled data, specs, and PDFs for 10,000 SKUs from old system and transformed that data into the new system's format for import.

LFG ***Innovation Director / Senior Developer (continued)***

- **Reduced production time of 200+ page catalogs to minutes** by creating InDesign JavaScript controlled templates that imported PDF thumbnails and formatted firm-filing approval data into easy to read charts for each of 10,000 SKUs.

Design Director 2005–2007

Recruited by Fortune 200 company to build best-in-class centralized design department from the ground up while rolling out the *Single Lincoln* brand standards across five business units encompassing 10,000 pieces of collateral generating $20B in annual sales.

- **Reduced print production errors below 1%** by collaborating with print vendors and internal stakeholders to create an RGB color-calibrated PDF workflow using Adobe Creative Suite JavaScript automation ensuring consistency, quality, and compliance throughout the project lifecycle.
- **Simplified disclosure language and layout from thousands of variations to one** for each business unit by creating collaborative partnership with internal editorial, compliance, marketing, and quality assurance (QA) teams.
- **Slashed per piece cost and file release to print time** by negotiating an exclusive rights-managed multi-year fixed-fee departmental license with Getty Images.
- **Contributed to year-over-year billion dollar sales growth of two complex financial products** by crafting their story, vision, and strategy into an intuitive narrative of simple everyday concepts.
- **Advanced four mid-level employees into management roles** by creating a collaborative, nurturing, performance focused design and production group of 15 FT staff across 5 cities.
- **Delivered 40% cost savings on a $2MM+ departmental budget** by inventing Print-on-Demand (POD) Maxi-Jim brochure format.
- **Consolidated production costs of 'unfair advantage' campaign** by art directing photography to fit multiple related storylines within the campaign and across Lincoln's annuity products.

Luminant Worldwide New York, NY

Assoc. Creative Director / Sr. Interaction Designer 2000

Recruited to redesign De Beers' global digital presence, fourteen foreign language websites, to align with their award-winning 'Shadows' television campaign and build partnerships with external agencies.

- **Delivered $70K in additional billing** by designing and evangelizing interactive / animated '4Cs Diamond Guide'.
- **Increased marketing conversion goals by 20%** for De Beers by planning and conducting website usability tests.

Martha Stewart Living Omnimedia New York, NY

Associate Art Director / Senior Designer 1999

Joined 12-person start-up web group as second art director in charge of daily interactive media & production.

- **Partnered with *askJeeves* to digitally publish *Weddings* magazine content** by devising data model & methodology to deliver to end user, *askMartha*.
- **Pioneered early consumer-facing AI applications** (askMartha), establishing a 25-year track record of integrating emerging technologies into design workflows.

Edward Jones HQ St. Louis, MO

Graphic Designer 1998

Designed, brochures, catalogs, and advertising campaigns in support of national network of financial advisors.

Paradowski Graphic Design St. Louis, MO

Graphic Designer 1997

Designed annuals, brochures, logos, identity systems, web sites and other various print collateral.

- Supported mixed (MAC & PC) computing environment of eighteen workstations and one server.

Lincoln Automotive St. Louis, MO

Graphic Designer 1997

Designed catalogs, flyers, logos, & box labels promoting Lincoln products for automotive after-market.

- Art directed photography & managed print production process from quote to press.

Freelance St. Louis, MO

Graphic Designer / Interactive Designer 1996–1998

Various print and interactive assignments for area design firms.

awards & grants

AIGA Philadelphia Design Award
Evolution of Silence 1.0, interactive mapping experience 2017

The Webby Awards, Official Honoree in NetArt
Evolution of Silence 1.0, interactive mapping experience 2014

Collective Wisdom Initiative/Fetzer Institute Grant
Dynamic Mapping, A Digital Experience of the Collective Wisdom Field 2003

MC Icon Bronze
De Beers' *Design Your Own Engagement Ring* 2000

One Show Interactive
De Beers' *Design Your Own Engagement Ring* 2000

Creative Summit, Web Marketing Association
De Beers' *adiamondisforever.com* 2000

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exhibitions

AIGA Philadelphia Design Awards Exhibition
Philadelphia, PA 2017

ANIMATE!
AIGA Space, Philadelphia, PA 2014

ADC Grandmaster Exhibit: Tom Ockerse
New York, NY 2009

Graphic Design Graduate Exhibit
Sol Koffler Gallery, Providence, RI 2003

creative practice & research

Open-Source AI Tooling & *Dispatches from Tomorrow* 2026

Author of 20+ public repositories, including 13 npm packages (image/print-processing pipeline, offline geocoding, csv tooling, Squarespace automation) and 2 Claude Code plugins (***orchestrator-discipline:*** the delegation layer of multi-agent work; ***claude-config-tune:*** configuration hygiene with measured token footprints). Weekly published series on AI-tooling discipline. gaidu.la/github

Evolution of Silence 1.0 2014

Technical Consultant and Developer of **Data-Driven Immersive Topography** of nuclear testing's impact in collaboration with Artist, Designer, and Researcher: Rachele Riley. Acted as a **Process Tuner** and **Technical Lead**, translating complex historical data into visual patterns. gaidu.la/silence

RECOGNITION

- Webby Awards Official Honoree, Net Art (2014)
- AIGA Philadelphia Design Award (2017)
- Exhibited at SIGGRAPH, Vancouver; Art in Translation (2014) & Data Materialities (2016) with SIGGRAPH 2014 Art Gallery Talks
- Baltic Centre for Contemporary Art, UK (2013)
- *Ambiguous Territory* traveling exhibition; Taubman Gallery/U-M (2016), Pratt Manhattan (2018–19), Handwerker Gallery (2019–20)
- Published in Leonardo 47(4), Special SIGGRAPH Issue (2014) and the *Ambiguous Territory* catalog (Actar, 2022)

skolos-wedell.com 2003–2004

Design, Animation, and ActionScript of whimsical design studio website in collaboration with Art Director and Designer: Nancy Skolos.

Dynamic Mapping, A Digital Experience of the Collective Wisdom Field 2003

Lead Designer & Developer of grant-funded interactive experience in collaboration with Design Director: Thomas Ockerse, Designers: Stephanie Grey and Soe-Lin Post, and Design Assistant: Ho Eun Ahn.

bibliography

Timothy Samara, "Multiple: Radial, Framed, Networked, Spontaneous," **Making & Breaking the Grid, 2nd & 3rd Ed.**, (Mass: Rockport Press, 2017, 2023), 204–205, 226–227.

Ami V. Desai MD MSCE, et al., "Resource Utilization and Toxicities After Carboplatin/Etoposide/Melphalan...," **Pediatric Blood & Cancer** 63, no. 5 (May 2016). DOI: 10.1002/pbc.25893

Rachele Riley, "The Evolution of Silence," **Leonardo** 47, no. 4 (August 2014). DOI: 10.1162/LEON_a_00848

Alix E. Seif MD MPH, et al., "Pilot Study of Tandem High Dose Chemotherapy...," **Bone Marrow Transplant** 48, no. 7 (July 2013). DOI: 10.1038/bmt.2012.276

Alix E. Seif MD MPH, et al., "Identifying autoimmune lymphoproliferative syndrome in children...," **Blood** 115, no. 11 (March 2010). DOI: 10.1182/blood-2009-08-239525

Thomas Ockerse, "Dynamic Mapping," **Archis: Vitality (Archis is Alive)** no. 3, 2004: 70

CMYK Magazine, no. 4, (Summer–Spring) 1997: 24, 30

Graphis Student Design Annual, 1997: 119

lectures & presentations

From Graphic to UX Design & Digital Project Management
Lutron Electronics Co Inc, Conshohocken, PA 2024

Tom Ockerse Un/Enfolding 47|51 Years @ RISD
Rhode Island School of Design, Providence, RI 2018

Early Computational Design Pedagogy
Rhode Island School of Design, Providence, RI 2004

The Films of Woody Allen, an Examination of the Dia-logic with Kevin McGinnis, Soe Lin Post, and Chris Visit,
The Dialogic Image Symposium, Providence, RI 2003

technical expertise

- **Generative AI & Computational Design:** AI-Assisted Engineering (Claude Code, Anthropic & Gemini APIs), Custom MCP Servers & AI Agents, Prompt Engineering
- **Creative Coding & Full-Stack:** JavaScript (ES6+), Python, PHP, React, Node.js, GraphQL.
- **Design Operations (DesignOps):** Bash/Zsh, AppleScript, Git, Linux Administration.
- **Digital Product Design:** Figma, Adobe XD, Sketch, WCAG Accessib ility