danielgaidulaMFA

CREATIVE TECHNOLOGIST + SYSTEMS ARCHITECT

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executive profile

25-year practitioner of human-machine co-authorship—building systems where human judgment and computational logic co-generate outcomes long before the current AI paradigm had a name. Architected the first consumer-facing NLP search system for Martha Stewart Living Omnimedia in 1999. Engineered algorithmic poetry books and generative interactive maps at RISD in 2003. Led enterprise DesignOps automation at Fortune 200 scale.

Fluent across the full stack: TypeScript/React/Node front-end, Python/PHP back-end, generative AI pipelines. Deep conviction that a mastery of analog design systems is the exact blueprint for harnessing AI to expand human capability—not replace it.

core competencies

- Human-Machine Co-Authorship Systems
- NLP/Taxonomy & Data Architecture
- Full-Stack Engineering (React/TS/Node/Python)
- Generative AI Pipelines & Prompt Architecture
- Interaction Paradigm Research & Prototyping
- Capability-Driven UX (vs. Engagement Metrics)
- Design Systems Architecture & DesignOps
- Parametric Design & Generative Systems
- Agile Maker Sprints & Rapid Prototyping
- Cross-Functional Strategic Leadership

professional experience

The Design & Development Office of Danniel Gaidula
Philadelphia, PA • gaidula.com
Principal, Design Systems Architecture & Automation Practice 2009–present

Independent systems architecture and product engineering practice serving Fortune 500 companies, design firms, and startups.

- Engineered Python/Bash/Node.js toolchains for a Hawaiian property management SaaS, eliminating manual dispatch bottlenecks and **delivering $80K annual overhead reduction while increasing production output by 400%.**
- Architected headless WordPress + React/GraphQL progressive web app for MINDPOP's Creative Learning Initiative, **enabling live filtering of 120+ classroom lesson plans with teacher-facing bookmarking and real-time usage data**; a capability tool, not a content portal.
- Rearchitecting recipe scaling system for the Chef Ann Foundation, **integrating Health-e Pro nutritional data API with custom PDF and XLSX export pipelines, image caching layer, and allergy/dietary attribute filtering**—current active engagement.
- **Current Research:** Rebuilding 2004 RISD systems thesis as an **AI-assisted web application with human negotiation layer**, a live demonstration of human-machine co-authorship as a teaching tool.

Lincoln Financial Group (LFG) Philadelphia, PA
Innovation Director / Senior Developer 2005–2008

Recruited to lead Fortune 200 company's innovation group and build centralized design department from zero across five business units generating $20B in annual collateral.

- **Automated a manual PDF rate sheet pipeline from 7 days to 1 hour via AppleScript/JavaScript;** automated 200+ page catalogs across 10,000 SKUs to minutes via InDesign JavaScript templates.
- **Increased creative services productivity 25% by designing end-to-end workflow management process** and building FileMaker Pro PM application for strategic technology team.

Luminant Worldwide New York, NY
Assoc. Creative Director / Sr. Interaction Designer 2000

- Redesigned De Beers' global digital presence across fourteen languages; **delivered $70K in additional billing via interactive Diamond Guide; increased marketing conversion 20% through usability testing program**.

Martha Stewart Living Omnimedia New York, NY
Associate Art Director / Senior Designer 1999

- Architected ***askMartha***, a conversational NLP search system powered by the AskJeeves natural language engine. **Engineered the relational database taxonomy that structured years of premium editorial content for machine retrieval**—the direct precursor to modern LLM data pipelines. Co-contributed to company IPO by proving digital delivery without cannibalizing print revenue.

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research & creative practice

Desperately See(k)ing Systems | RISD MFA Thesis
Permanent Collection, RISD Fleet Library 2004

Survey of design systems in 16 posters + a 256-tile analog matching game exploring machine perception, pattern recognition, and human negotiation. Set 4 requires players to define their own ad-hoc matching rules — an early model of human-AI negotiation dynamics. Still taught to incoming RISD graduate students. Active rebuild underway as AI-assisted web application with human override layer.

Dynamic Mapping | Fetzer Institute Grant-Funded Interactive Experience
Lead Designer, Systems Architect & Developer 2003

Rules-based generative system using floating-point randomization as a design variable, every session unique by design. Featured a designer SDK allowing collaborators to select objects and rule sets, making co-authorship structural. Published in Making and Breaking the Grid, 2nd & 3rd Editions (Rockport Press, 2017/2023); Archis: Vitality, no. 3 (2004)..

Evolution of Silence 1.0 | Data-Driven Immersive Experience
Technical Lead & Developer 2014

Rate-limited particle system mapping 828 nuclear detonations as interactive data tiles, translating complex historical data into visual patterns. Webby Awards Official Honoree (NetArt); AIGA Philadelphia Design Award 2017. evolution-of-silence.net

AI as Student | Pedagogical Methodology Research
2023–2026

Assigned an LLM the exact Tic-Tac-Toe capstone given to an interactive design cohort. Critiqued the output (B+): technically proficient but failing UX requirements: sterile execution, no thematic integration. Directed iteration through explicit UX constraints and human art direction; upgraded to A. Demonstrates that computational systems generate the logic layer; human taste, systematic constraints, and iterative critique are the irreducible differentiators.

education

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

Thesis: *Desperately See(k)ing Systems*, design systems survey & analog computing tile game. **Advisor:** Thomas Ockerse. Developed and taught Programming for Designers (OOP for Designers), a first-of-its-kind curriculum at RISD. Invited to teach a section of Ockerse's core Visual Systems course; presented a parametric design demonstration (spiral machine & generative works) during his large-format lecture series.

d.MBA Program Certificate (Intake #13) + AI Specialization Fellow
d.MBA Academy 2024

10x Designer Framework · Business Strategy · Financial Prototyping · Agile Maker Sprints · AI-Assisted Design Workflows:

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

Institute of Design—IIT, Chicago, IL 2000

AI, Design Planning, Human-Centered Design, Information Design, Rapid Prototyping.

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

technical stack & certifications

Languages & Frameworks: JavaScript/TypeScript (ES6+), React, Python, PHP, Node.js, GraphQL, HTML5/CSS3

AI & Emerging: Claude Code (AI-Assisted Engineering), Gemini Pro, Custom Agents, Prompt Architecture

DesignOps & Systems: Figma, Adobe XD, Git, Bash/Zsh, Linux Administration, WCAG Accessibility

Certifications: freeCodeCamp — Responsive Web Design (300 hrs); JavaScript Algorithms & Data Structures (300 hrs) · freecodecamp.org/dgaidula

recognition & selected bibliography

AIGA Philadelphia Design Award, *Evolution of Silence* 1.0, 2017

Webby Awards Official Honoree: NetArt, *Evolution of Silence* 1.0, 2014

Collective Wisdom Initiative / Fetzer Institute Grant, *Dynamic Mapping*, 2003

Timothy Samara, Making and Breaking the Grid, 2nd & 3rd Ed. (Rockport Press, 2017 / 2023), pp. 204–205, 226–227.

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

One Show Interactive | MC Icon Bronze | Creative Summit
Web Marketing Association, *De Beers Design Your Own Engagement Ring*, 2000