
PETRA FARINHA

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AWARDS

2007 - 2009

Fundacao da Ciencia e Tecnologia Scholarship
New York University - Tisch School of
Arts Graduate Student Scholarship

2002

"*Jovens Criadores 2002*", CyberArt category

SKILLS

Conceptual Design
Persona/Scenario Creation
Storyboarding
Video Sketching
WireFrames
Interface Design
High and Low Prototyping
Physical Computing

PROGRAMMING:

Processing
Java
HTML
Css's
Php
Javascript
ActionScript 3.0

SOFTWARE:

Adobe Creative Suite
Omnigraffle
Adobe Flash
Adobe After Effects
Adobe Premiere
Final Cut Pro

MICROCONTROLLERS

Arduino/Wiring Platforms

LANGUAGES

Portuguese (native)
English (fluent)
Spanish (basic)

EDUCATION

2007 - 2009

Master in Professional Studies, New York University, New York City
Interactive Telecommunications Program, Tisch School of the Arts

1998 - 2001

Master in Digital Arts, Multimedia

Universidade Católica Portuguesa, Sound and Image Department, Oporto
Final Project: *UserTrace - Dynamic Map for User Navigation*

1994 - 1998

Graphic Design

I.A.D.E, *Instituto de Artes Visuais*, Lisbon

PROFESSIONAL EXPERIENCE

2009- currently

Visual Designer / Interaction Designer at Purpose Campaigns

An international team based in New York that builds cutting-edge social and political movements.

1999 - 2009

Freelance Interaction / Visual Designer

Completed a variety of projects from graphic design, video, animations to interactive cd-roms and websites. Worked with Composers Collab, Eyebeam, GreenEducation Services and others. Collaborated with reknown Portuguese design studios as *Atelier João Nunes, Nuno Coelho and DesignaoVivo*.

2009

Internship with Plantr, Spring Semester

A collaborative research initiative designed to take advantage of the overwhelming mass of discarded cellphones. A project by Tom Igoe, Nick Bilton and Mark Hansen.

2008

Internship with SMIT, Fall Semester

Sustainable design Start-up company that is developing a new approach to solar and wind power

2001 - 2006

Design Professor, ESAD - School for Arts and Design, Caldas da Rainha

Teacher in the B.A of Design of Multimedia Technologies and B.A. of Sound and Image.
Courses: Multimedia Project, 3rd year; Multimedia Lab, 3rd year; Art and Communication, 3rd year; Digital Arts, 3rd year; Digital Technologies, 1st year

FESTIVALS / CONFERENCES / SHOWS AND EVENTS

2009

Presented *LookAroundYou* at **Art in Odd Places** festival, October 2009, New York;
Presented *Electronic PicNic* and *Enjoy My View* at **Conflux Festival 2009**, September 2009, New York;
Presented *Enjoy My View* at the **ITP Spring Show**;

2008

Presented *Babel Tree* at the **ITP Winter Show**;
Collaborator in **Interactivos?Mexico** Workshop, Technologies of Laughter, Mexico City;
Presented *Solar Chandelier* at the event **An Evening at Maker Faire**, Staachi&Staachi Gallery and at **Habana Outpost**, New York;
Presented *Solar Chandelier* and *Jealous Furniture* at the **ITP Spring Show**;

2007

Selected for **Conflux Arts Festival**, New York - presenting *SubTalk*;