

**PETE HAWKES****hello.**

I'm a designer and mentor, thinker and tinkerer, with a passion for human-centered design and development. In the last 12+ years, I have built next generation interfaces and experiences at the intersection both the digital and physical. I have contributed to patents in gestural and spatial design, developed remote collaboration prototypes and products to define new modes of work, and led cross-functional teams to envision and implement large-scale, immersive environments for fortune 500 companies including IBM, Lockheed Martin, and McKinsey. Storytelling and iteration are central to my work and process. I leverage narrative and prototyping at scale to align contributors and stakeholders around a shared vision and to connect and motivate the individuals and teams I work with.

**contact**

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**home**                                **Berkeley, CA**

**portfolio**                        **petehawkes.com**

**education**

**2012**                                **MFA DESIGN MEDIA ARTS**  
University of California, Los Angeles  
[Los Angeles, California](#)

**2002**                                **BFA GRAPHIC DESIGN**  
Brigham Young University  
[Provo, Utah](#)

**experience****PETE HAWKES****current****HEAD OF DESIGN @ DAILY**[Berkeley, California \(remote\)](#)

Oversees strategy and execution in brand, marketing, and product design.

**2022 – 2022****SERVICE DESIGN DIRECTOR @ PEGASYSTEMS INC**[Berkeley, California \(remote\)](#)

Planned and facilitated design thinking engagements with key customers.

**2020 – 2022****SVP DESIGN, PRODUCT, & ENGINEERING @ OBLONG INC**[Los Angeles, California](#)

Directed Oblong's remote collaboration product and business development strategies while overseeing UX, UI, brand, marketing, and a diverse engineering team.

**2015 – 2020****DIRECTOR OF INTERACTION DESIGN @ OBLONG INDUSTRIES INC**[Los Angeles, California](#)

Led Oblong's spatial interaction design and overall visual strategy. Directed Oblong's Client Solutions team in the design and implementation of large-scale immersive environments, managing accounts with IBM, Lockheed Martin, and McKinsey.

**2011 – 2015****INTERACTION DESIGNER & VISUAL DESIGNER @ OBLONG INDUSTRIES INC**[Los Angeles, California](#)

UX and UI research and development of spatial operating environments, including design, engineering, marketing, and demonstration. Managed the visual design team and interns.

**2011****RESEARCH INTERN @ NOKIA RESEARCH, MEDIA TECHNOLOGY LAB**[Santa Monica, California](#)

Tangible interface design related to notification and geolocation for wearable technology.

**2004 – 2009****ART DIRECTOR @ NOVELL & AXIS41**[Salt Lake City, Utah](#)

UX, UI, motion design, game dev, and digital marketing for products, training, and events within Novell's digital marketing organization as well as Axis41's studio clients.

teaching**PETE HAWKES****2016 – 2020****ADJUNCT ASSOCIATE PROFESSOR @ UNIVERSITY OF SOUTHERN CALIFORNIA**[Los Angeles, California](#)

Taught tangible media, collaborative Interface design, rapid prototyping, electronics.

**2016 – 2020****PROFESSIONAL DEVELOPMENT MENTOR @ ARTCENTER COLLEGE OF DESIGN**[Pasadena, California](#)

Career and portfolio mentorship for interaction design students.

**2013 – present****PORTFOLIO REVIEWER @ UCLA DESIGN MEDIA ARTS**[Los Angeles, California](#)

Annual portfolio review and mentorship with senior design students.

**2018 – 2019****THESIS ADVISOR @ PARSONS SCHOOL OF DESIGN, THE NEW SCHOOL**[New York City, New York](#)

Masters thesis advisor in Strategic Design and Management.

**2012 – 2015****INTERACTION DESIGN INSTRUCTOR @ UCLA EXTENSION**[Los Angeles, California](#)

Wearable Computing, Art &amp; Electronics, HTML5.

**2009 – 2011****TEACHING ASSISTANT @ UCLA DESIGN MEDIA ARTS**[Los Angeles, California](#)

Visual Communication I &amp; II, Typography, Interactivity, Programming.

**2003 – 2005****INTERACTION DESIGN INSTRUCTOR @ MICA PROFESSIONAL PRACTICE**[Baltimore, Maryland](#)

Web Design, Flash, Actionscript.

**awards & patents****PETE HAWKES****2018****UX DESIGN AWARD @ INTERNATIONAL DESIGN CENTER, BERLIN**[Berlin, Germany](#)

Oblong Industries and Local Projects nominated for IBM Watson Experience Centers.

**2017 & 2013****US PATENTS 15/643,264 & 13/909,980 @ OBLONG INDUSTRIES**[Los Angeles, California](#)Spatially Mediated Augmentations and Interactions via Extended Pixel Manifold.  
Spatial Operating Environment (SOE) with Markerless Gestural Control.**2010****FILE PRIX LUX @ INTERNATIONAL ELECTRONIC LANGUAGES FESTIVAL**[Sao Paulo, Brazil](#)

Binary Glove nominated as final jury selection.

**2009 & 2007****COPPER INGOT @ AIGA 100 AWARDS**[New York City, New York](#)

Novell marketing and communications work with Axis41.

**organizations****2018 – 2020****FOUNDER & DIRECTOR @ SLIM SHADER**[Los Angeles, California](#)

A monthly gathering for designers, artists, and engineers working with shaders.

**2017****HIVE ADVISORY COUNCIL MEMBER @ CALARTS SCHOOL OF ART**[Valencia, California](#)

Hybrid Incubator for Visionary Entrepreneurs council member with Oblong Industries.

**2009 – 2014****FOUNDER & DIRECTOR @ FEEDBAG**[Los Angeles, California](#)

A monthly gathering for designers, artists, and engineers working with creative code, physical computing, and interactive installations.

**lectures, panels**  
**& workshops**

**PETE HAWKES**

**2019**

**SCI-FI, TECH, AND GAMES PANEL @ GAMESBEAT SUMMIT**

[Los Angeles, California](#)

Moderated panel discussion with Alex McDowell (Fight Club, Minority Report, Watchmen) and John Underkoffler (Minority Report, Iron Man, Stranger Than Fiction).

**2019**

**INTERFACE DESIGN LECTURE @ ARTCENTER ENTERTAINMENT DESIGN**

[Pasadena, California](#)

Guest lecture in *Entertainment History and Theory*, taught by Szilvia Ruszev.

**2018**

**AUSTIN DESIGN WEEK @ IBM WATSON IMMERSIVE AI LAB**

[Austin, Texas](#)

Presentation and panel discussion on designing immersive content for the Watson Executive Briefing Centers.

**2018**

**IMMERSIVE DESIGN OPEN HOUSE @ IBM WATSON EXPERIENCE CENTER**

[New York City, New York](#)

Live demonstration and panel discussion on designing immersive content for the Watson Executive Briefing Centers.

**2018**

**WORLD BUILDING & VISUALIZATION LECTURE @ UCLA DESIGN MEDIA ARTS**

[Los Angeles, California](#)

Guest lecture in *Design Futures*, taught by Noa Kaplan.

**2015**

**ELEVATE PORTFOLIO DAY LECTURE @ AIGA LOS ANGELES**

[Los Angeles, California](#)

Designing for Space lecture and student portfolio review.

**2014**

**DESIGNING FOR SPACE LECTURE @ UCLA DESIGN MEDIA ARTS**

[Los Angeles, California](#)

Guest lecture in *Design Culture*, taught by Erkki Huhtamo.

lectures, panels  
& workshops

**PETE HAWKES**

2013

**TELEPRESENCE DESIGN WORKSHOP @ CULTURE HUB, CALARTS & SEOULARTS**

[Valencia, California](#) & [Seoul, Korea](#)

*Control-Alt-Pixel*: tangible media workshop in collaboration with Scott Hutchinson.

2013

**PHYSICAL COMPUTING WORKSHOP @ CAL STATE NORTHRIDGE**

[Northridge, California](#)

*Design Sense*: interface and electronics workshop in collaboration with Scott Hutchinson.

2012

**BIRDS OF A FEATHER WORKSHOP @ SIGGRAPH**

[Los Angeles, California](#)

Greenhouse SDK lecture, multiplayer mobile game workshop with Oblong Industries.

2012

**THE FUTURE OF INTERFACE DESIGN @ UCLA DESIGN MEDIA ARTS**

[Los Angeles, California](#)

Guest lecture in *Design Culture*, taught by Erkki Huhtamo.

2011

**UCLA GAME LAB SYMPOSIUM @ UCLA DESIGN MEDIA ARTS**

[Los Angeles, California](#)

Lecture on spatial computing and the future of interface design.

2010

**NEW MEDIA WORKSHOP @ eARTS SHANGHAI**

[Shanghai, China](#)

Workshop coordination, planning, and instruction with Parsons MFA graduate students.

2010

**SASIC 9: TRACING CHAOS @ SCRIPPS OCEANIC INSTITUTE**

[La Jolla, California](#)

Lecture on crustacean behavior, squid Interaction, and animal tracking data.

exhibitions**PETE HAWKES****2014****BINARY DANCE @ SLO MINI MAKER FAIRE**[San Luis Obispo, California](#)

Stage performance and tangible interface demonstration.

**2011****BINARY FACE OFF @ UCLA NEW WIGHT GALLERY**[Los Angeles, California](#)

Multiplayer game installation as part of the MFA thesis show.

**2011****CALCIFICATION @ THE GETTY CENTER**[Los Angeles, California](#)Architectural projection mapping as part of *[re]vision*, curated by Jennifer Steinkamp.**2011****BINARY GLOVE @ INTERNATIONAL ELECTRONIC LANGUAGES FESTIVAL**[Sao Paulo, Brazil](#)Wearable computing installation as part of *FILE PRIX LUX*, final jury selection.**2010****BINARY PAD @ UCLA NEW WIGHT GALLERY**[Los Angeles, California](#)Tangible interface installation as part of *I Am Here Now*, curated by Rebecca Allen.**2010****TRACE: RESONANCE FIELD @ WONDER VALLEY DESERT PROJECTS**[29 Palms, California](#)Spatialized data sonification installation in collaboration with David Wicks as part of *Dry Immersion III*, curated by Dick Hebdige.**2004****NAME POETRY @ THE GUGGENHEIM MUSEUM**[New York City, New York](#)Interactive projection and personalized brand experience in collaboration with *Meyer & Liechty* and *Brand Experience Lab* as part of *VERGE*, the OgilvyOne Global Digital Summit.