

PETE HAWKES**hello.**

Pete leads Oblong's design, product, and business development strategies while overseeing UX, UI, brand, marketing, and a diverse engineering team. Previously, he directed Oblong's Client Solutions team in the design and implementation of large-scale immersive environments, managing accounts with IBM, Lockheed Martin, and McKinsey. Before joining Oblong, he developed physical interfaces at Nokia's Media Technology Lab and UCLA's Design Media Arts Department where he received his MFA.

contact**telephone****801 362 3133****address****petehawkes@gmail.com****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****2020 – present****SVP DESIGN, PRODUCT, & ENGINEERING @ OBLONG INDUSTRIES**[Los Angeles, California](#)

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

2015 – 2020**DIRECTOR OF INTERACTION DESIGN @ OBLONG INDUSTRIES**[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**[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.

2003 – 2004**SENIOR MULTIMEDIA DESIGNER @ G.1440**[Baltimore, Maryland](#)

UI, motion design, and game dev for Johns Hopkins, Symantec, and VISA.

2002**MULTIMEDIA DESIGNER @ CANDESA INTERACTIVE**[Provo, Utah](#)

UI and motion design for Disney, Sci-Fi Channel, and Hitachi Data Systems.

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

Lecturer in 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 & Electronics, HTML5.

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

Visual Communication I & 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.

2013**US PATENT 13/909,980 @ OBLONG INDUSTRIES**[Pasadena, California](#)

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.

2007 & 2009**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 in immersive environments.

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

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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

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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.