

JAMES GREENLEE BORDA

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PROFILE

A rare combination of technical capability, creative ingenuity and storytelling craftsmanship. A graduate of New York University's Interactive Telecommunications Program (ITP) with a passion for uniting traditional and interactive media to open new realms of aesthetic experience.

EMPLOYMENT

Game & Interaction Designer

New York, Oxfordshire | Aug 2013 – Present

Freelance

- Designed and programmed indie game for iOS using Unity: **Dora Frida Mona Mary**.
- On-site build and dev support for **Verizon Indycar** interactive experience.
- 3D modeling of virtual interface for **ITVS FutureStates** interactive fiction project.
- Cut scenes, level design and video promo for **iCrea8** 3D personalization platform.
- UX/UI for **CFY's Power My Learning** educational web site.

Software Developer

New York | Aug 2014 – Dec 2015

Audio, Video & Controls

- Design, prototyping, software development and production support for architectural media projects and interactive installations: **Zaha Hadid, Green Bay Packers, Beacon Partners, Museum of the Bible**.
- Concept development exploring new technologies such as Kinect, Oculus Rift and Vuforia AR engine.

Web Designer

San Francisco, London, New York | Aug 2000 – Present

NYU Tisch School of the Arts Graduate

Acting Program / Freelance

- Redesigned Graduate Acting web site within **Tisch School of the Arts** style guidelines.
- Designed, built and maintained web sites for numerous American and British clients: **DreamAir, Academy of Perfumery**, the estate of **George S. Kaufman, BSA Ltd, Prue Leith, Caesar Creek Vineyards**.

Writer

San Francisco, London, New York | Aug 1996 – Present

- Developed stories, wrote scripts and film treatments for **BBC, Channel 4, Babycow Productions, Rebel Films, Leopard Drama** and **Matthew Hope**.
- Grant writing, festival management and social media for feature documentary **Without Shepherds / Toy Closet Productions**.
- Drafted technical documentation for **Verde Media**.

Film Editor & Production Assistant

Ann Arbor, New York | Jan 2009 – Aug 2011

- Editing Assistance for **Without Shepherds / Toy Closet Productions**.
- Production Assistant for *Overhaul*, a feature-length film by **21 Balloons Productions**.

Webmaster and IT Manager

San Francisco | Oct 1997 – Aug 2000

LoBue & Majdalany Management Group

- Created and maintained web sites for the firm's client organizations.
- Maintained databases, implemented email archiving and back-up systems.

English Teacher

Torahime, Japan | July 1995 – July 1996

Torahime High School (via JET Programme)

- Worked closely with Japanese teachers to develop English Oral Communication program.
- Designed curriculum, prepared lessons, taught and administered exams to 900 students.

SKILLS & QUALIFICATIONS

- US citizen married to UK national – unrestricted visa to work in the United Kingdom.
- Extensive Knowledge: Unity 3D (with C# scripting), TouchDesigner, HTML5 & CSS3, Processing, Adobe Creative Suite, Final Cut Pro
- Working Knowledge: Python, Physical Computing with Arduino, Maya, R
- Serious and consistent writer for 20 years – fiction, non-fiction and screenplays.
- Wide-ranging interests: the sciences, complexity and network theory, global politics, music.
- Ability to thrive in many cultures – I have lived in five countries.

EDUCATION

New York University Interactive Telecommunications Program (ITP)

New York | May 2013

Master of Professional Studies, Interactive Telecommunications

- ITP is a multidisciplinary program encompassing design, media production, computing, and entrepreneurship

Bay Area Video Coalition & Pixel Corps

San Francisco | Sept 2004

Immersion courses in video production, film editing & CG

Oberlin College

Oberlin, OH | May 1995

Bachelor of Arts, Creative Writing & English Literature

REPRESENTATIVE PROJECTS

Zaha Hadid 520 W 28th Street Sales Gallery (<http://jamesborda.com/portfolio/zaha-hadid/>)

Media programming for this exclusive sales gallery.

Museum VR (<http://jameborda.com/portfolio/museum-vr/>)

Oculus Rift VR environment for a new American museum.

Green Bay Packers Hall of Fame (<http://jamesborda.com/portfolio/brett-favre/>)

Interactive museum piece highlighting the career of Brett Favre.

Glitch In Time (<http://jamesborda.com/portfolio/glitch-in-time/>)

An experiment in narrative design. Users negotiate a 3D virtual world, inhabiting the minds of four different characters to uncover a mystery.

The Buddhist (<http://jamesborda.com/portfolio/the-buddhist/>)

An 80's-style video arcade game which reflects the philosophy of Buddhism.

The Dragon (<http://jamesborda.com/portfolio/the-dragon/>)

A dragon flight simulator using the Kinect controller and a custom-built breath sensor.

Kickstriker (<http://kickstriker.com>)

A parody web site that asks a serious question: if crowdfunding works for the arts, why won't it work for the military?

Synaesthesia (<http://jamesborda.com/portfolio/synaesthesia/>)

An organ which 'plays' perfumes.