Aleksandar Bradic

Creative technologist with extensive experience in software development, product design, and computational arts.
Focusing on questions at the intersection of algorithms, data and user experience. Passionate about open source, graphics design, information visualization and human-data interfaces.

Contact details

website alekbradic.com
ello @randomwalks
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Education

MFA, Web Design & New Media, Academy of Art University
2017 - 2020
San Francisco, CA

Focus on Human-Computer Interaction, Computational Design and New Media Art.
MFA Thesis: CodeWeb: Improving source code comprehension via interactive large-scale data visualization.

MSc, Quantitative Finance, University of London
2009 - 2012
London, UK

Focus on Statistics, Econometrics Analysis and Research Methods.
MSc Thesis: The Role of Social Feedback in Financing of Technology Ventures.

MSc, Computer Engineering, University of Belgrade
1999 — 2006
Belgrade, Serbia

Five-year program (MSc equivalent) in Electrical Engineering and Computer Science.
Diploma Thesis: Algorithmic Aspects of Web Search Engine Design and Implementation.

Employment

Chief Technology Officer, Supplyframe
April 2013 - present
Los Angeles, CA
https://supplyframe.com/

Organizing the world of Engineering Knowledge. Leading Product Development of Web-based tools and communities aimed at (Open Source) Hardware Engineers, Makers and Hardware Startups.

Founder, Willo Project
April 2017 - December 2019
Los Angeles, CA
https://handiq.com/

Human Factors-centered hardware project encouraging handwashing in clinical environments. Led the project from inception to production deployment, focusing on Industrial Design, Human Factors Engineering and UX Research.

Employment (continued)

Contributor-at-Large, Hackaday.com
April 2014 - present
Los Angeles, CA
https://hackaday.com/

Visual Identity and Graphics/Motion Design for all Hackaday community initiatives:
Hackaday Superconference, HackChat, Hardware Developers Didactic Galactic.
Writing original content for the Hackaday.com blog and driving community
Open Hardware initiatives.

Senior Director, Engineering and R&D, Vast.com
March 2007 - March 2013
San Francisco, CA
https://vast.com/

Focusing on challenges related to retrieval, processing and learning from large
volumes of heterogeneous unstructured data. Focusing on areas of Vertical Search,
Large-Scale Data Processing and Machine Learning

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Shows

Supercon[6] 2022
November 2022 / Los Angeles, CA
Unfolding of Algorithmic Time: Site-specific video installation
Over the duration of 36 hours, this work aims at "unfolding the scroll" of the
entirety of online content generated by the Hackaday.com community.
http://unfolding.bitfilter.io/

Cyberpunk Now Film Festival 2020
Aug 2020 / New York City, NY (online edition)
Baud Zero Signifier: Revisiting the Phrack.org archives
Best Animation Winner
https://filmfreeway.com/projects/2003160

Modular Manifestation 2020
February 2020 / Los Angeles, CA
Live video performance with producer Pablo Perez using a custom hardware
glove controller with a set of new event-specific interactive visual works.
https://hackaday.io/project/167793-dom-glove

Piksel Festival for Electronic Art 2019
November 2019 / Bergen, Norway
Bleep: A Visual Detour in Synthetic Biology: Site-specific video installation
at the Bergen Musikkpaviljongen
The Radio of the Future Redux: Live visual performance in collaboration
with the sound artist Agnes Pe
http://piksel.no/

Shows(continued)

Modular Manifestation 2019
July 2019 / Los Angeles, CA
Live video performance with composer Eishi Segawa and producer J Story,
using from-scratch built open-source midi-driven live coding framework
developed specifically for this event.
https://bleep.live/

Academy of Art University Spring Showcase 2019, Web Design & New Media,
May 2019 / San Francisco, CA
Best in Grad Award
Stories that Have Marked a Decade: Interactive Exploration of Media Bias
https://www.artuwnm.com/#d=1024

Talks

Creativity, Language, Computation:
Anatomy of an Online Hardware Community
Sketching in Hardware 2022 Conference, Dublin, Ireland

A critical reflection on the questions of knowledge authorship and attribution in
the age of generative AI models, observed through the lens of a specific
two-decade-old online hardware creator community.
http://sketching-in-hardware.com/2022/

Technology and Power: Agency, Discourse
and Community Formation
Invited Lecture, Tyumen University School of Advanced Studies
Social Sciences and Humanities Graduate Seminar, December 2020

A Discourse Analysis critique of emerging narratives and identities in the
process of technology production, seen through the lens of a personal
experience as a tech community participant and organizer.
https://sas.utmn.ru/en

Theses on AI User Experience Design
Sketching in Hardware 2020 Conference (online edition)

Reflecting on the role and responsibility of the practice of UX Design in the
age of AI and Big Data. Introducing the notion of Critical UX Design as an
approach to the recontextualization of existing data-driven Web experiences
through a series of theses and their project-based counterpoints.
http://sketching-in-hardware.com/2020/

Human-Data Interfaces: A Case for Hardware-Driven Innovation
Sketching in Hardware 2019 Conference, Detroit, MI

Introducing the subject of Human-Data Interfaces as a critical re-imagination
of the usability patterns for data-intensive applications, conditioned by the
usage of non-traditional hardware input interfaces.
http://sketching-in-hardware.com/2019/

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