



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

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On the Web

website alekbradic.com
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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

Technical Advisor, Emblly

April 2012 - March 2013
San Francisco, CA
<https://weheartit.com/>

Working with founding team in development of content analysis / machine learning pipeline. Focusing on challenges related to online learning, natural language processing and social data.

Shows

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>

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/>

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/>

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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>

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>

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Talks

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/>

Theses on AI User Experience Design

Sketching in Hardware 2020 Conference, Dublin, Ireland (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/>

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>