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HELLO, WORLD!

I am a technology developer, serial entrepreneur and audiovisual artist. I seek opportunities to work on enduring digital media products. I pursue innovation as a lifestyle.

EXPERIENCE and CAREER HIGHLIGHTS (non-chronological)

Technology Research, Product Development & Innovation Consulting, GD@, Safety Harbor, FL 2011-present. Independently: **Disruptive Innovation in Content Authoring.** Researched the design and development of mobile apps for realtime media creation. **THE HOVERBOARD PROGRAM:** researched a [quantum levitation](#), maglev, and media technology mashup to develop a Hoverboard Park. **KITE:** “Instagram for news,” a mobile social browser optimized for reading and sharing news— product design consulting and business advisement. **VIZOR:** technology research, product design, and business advisement for a head mounted augmented reality system for industrial applications. **Chick-fil-A:** 4K telepresence innovation r&d for remote location inspections. **Savannah College of Art & Design:** innovation workshops on Making Diegetic Prototypes Real.

Applied Strategy, The Coca-Cola Company, NYC/Atlanta/Paris, 2006-2011 Developed innovation strategies, [new ad formats](#), media buying, apps, viral creative content, and software systems for [hyperdistribution](#). Distributed Coke creative content to millions of people on all platforms, harvested the view data, and analyzed the results. Notable projects include one of the first 3d viral videos, the [Coke Zero Mentos Rocket Car](#); creative content, an [augmented reality](#) web experience driven by a custom Coke can as user interface, and social media strategy for Coke Zero’s global marketing campaign for James Cameron’s Avatar; game app development and content distribution with McDonald’s; gaming apps to run on vending machines. (DBA as Mediatronica).

Co-Founder & CEO, CoSA/Adobe After Effects, Providence, RI 1989 - 1993

I started the company and lead the software engineering team at CoSA/The Company of Science & Art, developer of [AfterEffects](#), the genre defining digital video technology and global standard for creating motion graphics and visual effects. CoSA was acquired by the Adobe Corporation. Developed a group process for product development and management rooted in posing and solving ambitious technology and creative goals-- an enduring professional principle. Started sales.

Co-Founder, Obscura Digital, San Francisco, CA 2001 - 2004

Participated in the product, company, and business startup of [Obscura Digital](#), the creative technology firm that pioneered genre defining large scale video projection mapping. Notable recent projects include turning Coke’s Atlanta headquarters into a [giant bottle](#) for their 125th birthday celebration, and turning the Empire State Building into a [giant video display](#).

Co-Founder & CTO, IFILM, San Francisco/Los Angeles, CA 1999 - 2002

IFILM serviced independent film makers, putting their films on the web, pioneering the genre of online video websites. Raised \$50M in venture financing; investors included Steven Spielberg. Recruited engineers and directed the development of then novel web services for an automated film encoding workflow, dynamic home page authoring, a video ad server, and a customizable, embeddable video player. IFILM was acquired by Viacom.

Consultant, Brown University TB/HIV Research Lab, Providence, RI 1996 - 1999

Developed and project managed the first version of [Epimatrix](#), an early Java bioinformatics web service based on the Lab's [T cell epitope prediction algorithm](#). Today this would be described as applying big data to vaccine design.

Consultant, Product and Business Development, Accelerated Servers, Reston, VA 2003 - 2005

Developed and sold Beowulf clusters and parallelized applications for defense and intelligence supercomputing users.

Special Agent G, EBN / EMERGENCY BROADCAST NETWORK, Providence, RI 1992 - 1998

[EBN](#) pioneered the video mashup genre, and live video remix performance. EBN was best known for its videos for [U2's ZooTV](#) world tour. EBN has an enduring cult following. Developed the interactive video app for one of the first enhanced CDs, [EBN Telecommunication Breakdown](#), and inspired by audio samplers, developed the world's first video sampler, [EBN VideoSampler v2.3](#), a hardware and software system for realtime video performance and effects.

Producer and manager, [Eclectic Method](#), NYC 2006 - 2012. Brought the London video remix group to NYC and Americanized them. Produced their first U.S. shows, used them in social media campaigns.

Mad.Scientist, [Madhouse](#), NYC 2007- present. On demand CTO, creative advisement and services development for transforming a traditional television production and editing house into a modern media creation company.

EDUCATION

Brown University, Providence, Rhode Island. Bachelor of Science in Applied Mathematics-Molecular Biology, 1988.

SKILLS

Growing complicated technology and media projects. Product development and project management. Engineering team management. Feature testing and development. Software and systems integration. Workflow design. Data gathering and analysis. Search engine and social media optimization. Content hyperdistribution. Business development. Eliciting creativity. Evangelizing. AfterEffects. Video remixing. Piano playing. Public speaking.

REFERENCES

David Simons (AfterEffects), Travis Threlkel (Obscura Digital), Stafford Green (The Coca-Cola Company).