LEFFIN CHRISTOPHER

leffin7@gmail.com | 934-210-2295
https://leff.in | linkedin.com/in/leffin/

Creative technologist and **New Media Artist** with a unique background in **Engineering**, **Design** and **Data**.
Leverages this skillset to craft engaging and interactive narratives in the physical and virtual world.

SELECT PROJECTS

...but words will echo in my soul   Dec 2023
- Created an interactive installation where viewers face a digital clone of themselves, using Google's MediaPipe
- One of the featured artworks in Art, Design & AI exhibition hosted by **LG AI research** & **The New School**

Palimpsest   May 2023
- Created a performance installation, abstracting conversations into interactive threads using **custom coded AI**
- Showcased in **Entropy, Parsons Thesis show**, 2023 and **Follow The Machine show, 2023.**

QuantumTouch   May 2022
- Collaborated with IBM and **TouchDesigner** team to create an interactive illustration of Quantum Concepts
- Presented as the key project in **Quantum Jam, 2022** and was the starter project for the participating teams

Human Condition   Dec 2021
- Interactive art installation tracking participants' motions into a real-time digital avatar of words using **ml5 in p5js**
- Showcased in **Parsons Art Media & Technology Moving Image Festival**

PROFESSIONAL EXPERIENCE

Branding & Product Designer | Freelance   May 2022 - current
- Developed a comprehensive branding strategy for a social media startup, including a new **logo and brand identity**
- Designed and developed a full-fledged **layout and branding** for a 72 page magazine, including cover design, interior layouts, typography, and brand guidelines to ensure a cohesive and visually appealing publication

Graduate Research & Teaching Assistant | Parsons School of Design   Oct 2021 - May 2023
- Conducted research for Creative Coding in **Python**, contributing to the development of over 20 projects focusing on integrating **AI** and **ML** in creative spaces, using Midjourney, runwayML, ml5 in p5js & gpt2 api
- Guided 17 students in developing storylines and project concepts for the course **Post Human Nuclear Experience**
- Supported 30 students in developing 'Time Travel' projects for a unique travel course to **Berlin & Paris**. Successfully assisted all students in presenting their projects at showcases at TheGreenEyl, Berlin & Parsons Paris

Risk Manager & Data Scientist, Credit Risk Digital Tools | Citibank   Jul 2017 - Aug 2021
- Pioneered one of Citi's first **blockchain** projects, the creation of a digital ledger for tracking 1200 risk strategies
- Developed **a custom AI model**, from the ground up, to comprehend regulatory policies and ensure compliance

EDUCATION

Parsons School of Design | Masters in Design & Technology with Department Honors   2021- 2023
Relevant courses- Computational Portraiture, Physicality of Machine Learning, Visual Design Concepts
IIT Bombay | Bachelors in Aerospace Engineering with Minor in Industrial Design   2013- 2017
Relevant courses- Visual Communication, High Performance Scientific Computing, Elements of Design

SKILLS

Technical- Python, Big Data, Unreal Engine, Unity, HTML/CSS/JavaScript, Svelte, D3, P5js, ML5, AI, ML, Tensorflow
Design- Prototyping & Wireframing, A/B testing, Adobe Creative Suite, Tableau, Figma, AR, VR
Leadership- Agile Methodologies, Cross-Function Team Management, Digital Transformation