GIANA PILAR GONZÁLEZ

Born   1980, Panama City, Republic of Panama

Resides   Brooklyn, New York

PROFESSIONAL EXPERIENCE

2013 - Present   TEOSANTOS Inc. Founder
Multidisciplinary consultancy that merges a hybrid practice of art, experience design and strategy. Defining goals, developing strategies and interactive products while collaborating closely with key stakeholders and with multidisciplinary teams for fortune 500 clients and start-ups. Clients: Macy's (Current), AOL, Bloomingdale's, Computer Associates, Google, Johnson & Johnson, Eleven Lola, Figliulo & Partners, NBCU, Principled Design, RAPP and W2

2010 - 2013   MRY-LBi NY (New LBi Digitas). Lead User Experience Architect
Lead and designed award winning digital experiences working with clients in the consumer products and B2B spaces. Also played a critical role in earning new business
Clients: Benjamin Moore, Master Card, Ascend, Coke, Google, J&J, Moleskine

2007- 2010   R/GA NY 2007- 2010. Interaction Designer
Designed online, mobile experiences, new business pitches and future vision presentations. Clients: Avaya, Nokia, SC Johnson, J&J, Walmart, Chanel and SC Johnson

2003- 2004   Division1 Architects DC 2003-2004. Junior Architect

2000   Panama Canal. Intern

LECTURES / WORKSHOPS / TEACHING

2017   Guest Lecturer, MA Fashion Studies, Parsons – The New School, New York, NY

2016   Holiday Hacking Workshop, Eyebeam Art + Technology, New York, NY

                 Guest Lecturer, School of Design Strategies, Parsons – The New School, New York, NY

                 Guest Critic (Thesis), ITP New York University, New York, NY

2015   Hacking Couture Workshop, Hacking Heights Fashion, Jersey City, NJ

2014   Hacking Couture Workshop, Hacking Heights Fashion, Jersey City, NJ

2013   MFA Social Innnovation Guest Critic, School of Visual Arts, New York, NY

                 Guest Lecturer, University of the Arts, Philadelphia, PA

                 Wearable Technology Showcase, HUGE INC, New York, NY

                 Hacking Couture Workshop, Dobbin Project Space, Brooklyn, NY

                 Hacking Couture Workshop, Allied Media Conference, Detroit, MI

2010   Hacking Couture Workshop, Fashion Night Out, Textile Arts Center, Brooklyn , NY

                 Open Retail Panel Discussion, Eyebeam Art + Technology, New York, NY

LECTURES / WORKSHOPS / TEACHING (Continued)

2009	Come Out and Play Festival, Big Game Showcase. New York, NY
2008	Threadless Fashion Show. Jersey City Museum. Jersey City, NJ
2007	Swap-o-Rama-Rama Panama, Diablo Rosso Gallery. Panama City, Panama
	Artist Lecture, Viral Media Symposium, Columbia College, Chicago, IL
	Hacking Couture Workshop, Columbia College, Chicago, IL
	Siggraph Conference, Unravel Fashion Show. San Diego, CA
	Hacking Couture Workshop, Maker Faire, San Mateo, CA
2006	Holiday Hacking Workshop, Eyebeam Art + Technology, New York, NY
	Artist Lecture, Electronic Etherealism & the Digital Perfume. Pratt Institute, Brooklyn, NY
2005	2005 NIME Concert, Electronic Music Performance, Tonic, New York, NY
	Teaching Artist, Digital Day Camp, Eyebeam Art + Technology, New York, NY

GROUP EXHIBITIONS

2016	Hacking Arts, Media Lab, MIT, Boston, MA
2010	"Re-Group: Beyond Models of Participation", Eyebeam, New York, NY
	"WW5: Ah Motherland", Bronx Art Space, New York, NY
2008	"Pop-Purri", Diablo Rosso Gallery, Panama City, Panama
	"Threadless", Jersey City Museum, Jersey City, NJ
2007	"Hackers & Haute Couture Heretics", Garanti Gallery. Istanbul, Turkey
	"DIY Chicago". A+D Gallery, Columbia College, Chicago, IL
2005	Algorithmic Composition Showcase, Diapason Sound Gallery, New York, NY

AWARDS & RESIDENCIES

2016	Best Documentary. Panama Fashion Film Festival.
2014	Orbital Bootcamp Scholarship. Orbital NYC. New York, NY
	Bur[ch]ton Kickstarter's Campaign. Staff's Pick. Online
2013	Clio Awards. Bronze Metal on Digital/Mobile Techniques
	Webby Awards. Official Honoree in the Social Media Campaigns and Food & Beverage
2012	Design Inquiries. Vinalhaven, ME
2010	Wonder Woman Residency. Gaia. Jersey City, NJ
2004-2006	ITP Fellowship and Tisch Gala Scholarship. New York University. New York, NY

PUBLICATIONS

2015   "Fashion Codes Hacked, Indexed and Shared". Journal of Design Strategies Vol. 7.
Parsons, The New School.

BIBLIOGRAPHY

2013   Natalia Mustonen, "Fashion Openness: Applying an Open Source Philosophy to the Paradigm of Fashion"

Master thesis in Fashion and Clothing Design. School of Arts, Design and Architecture
Aalto University

2012   Anne Thorpe, "Architecture & Design versus Consumerism: How Design Activism Confronts Growth"

2011   Oscar Ruiz-Schmidt, "Refashioning a System: How Open Source has Influenced Fashion Design" Master thesis in Fashion Design. Berlin Weissensee School of Art

2009   Otto Von Busch, Ph.D. Fashion Practice: The Journal of Design, Creative Process & the Fashion

"Engaged Design and the Practice of Fashion Hacking: The examples of Giana Gonzalez and Dale Sko"

Otto Von Busch, Ph.D. "Fashion-able: Hacktivism and Engaged Fashion Design."
Thesis for the degree of Doctor in Philosophy in Design at the School of Design and Crafts (HDK)

2006   Sarah Scaturro, Fashion Projects and Eyebeam Blog,
"Open Source Fashion: for the masses, by the masses"

EDUCATION

2006   MPS, New York University, New York, NY

2003   B.S. Architecture, The Catholic University. Washington, DC