

JAMES FORREST

www.ambalogic.com

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PROFESSIONAL EXPERIENCE

09.01.97 – PRESENT

Ambalogic Interactive Studios, Lynn, MA

Freelance Multi-disciplinary Designer, Developer & Producer

Clients include Harvard University, the Boston Conservatory, Peabody Essex Museum, Yo Yo Ma's Silk Road Ensemble, New Bedford Whaling Museum, TJX, Wedding Window, Zumix, Meet The Composer, Yuja Wang, Jonathan Biss, Alisa Weilerstein, Gabriel Kahane, Institute of American Indian Arts, Wu Man, Leeann Leftwich Zajas Design, Segal Design, Boon Gallery, Structures North Consulting Engineers, and Salem State College.

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04.25.11 – 11.29.11

Berklee College of Music, Boston, MA

Creative Director

- ▶ Developed new strategies for registration, advertising, social media, and design.
- ▶ Managed and built a creative team of designers and developers.
- ▶ Developed new user-flows to increase lead generation and sales based on business goals.
- ▶ Developed and maintained overall brand direction for online school and social network platform.
- ▶ Developed layout and design for all Berklee products, related advertising, and marketing materials for print, online and mobile platforms.
- ▶ Oversaw and Communicated design & interaction design decisions, from a data-driven point of view, to management team, stakeholders, programmers, UI developers, copywriters, and interns throughout campaign and development life cycles.
- ▶ Worked closely with the tech team, interactive, marketing communications, external contractors, and the UI Principal to develop best in breed Web experiences.
- ▶ www.berkleemusic.com

02.01.00 – 4.21.11

Peabody Essex Museum, Salem, MA

Web Creative Director / Webmaster / Designer

- ▶ Directed multiple award-winning re-designs of pem.org online and mobile.
- ▶ Worked to create new interactive strategies for museum visitors and in-house staff involving personalization of PEM's vast collection, rich media microsites, and in-gallery kiosk systems.
- ▶ Implemented an integrated e-commerce strategy raising \$250'000+/yr.
- ▶ Web consultant for Federal grants enabling cross cultural exchanges between distant Native-American communities through art and technology.
- ▶ Active speaker in the museum community on design and experience.
- ▶ Institute of Museum and Library Services grant panelist for technology grants in the United States.
- ▶ www.pem.org

Interactive, Art, and Design Instructor

- ▶ **Salem State College**-Professor of ART 420-Advanced Web Design, 2009-Present
- ▶ **Northshore Community College**-Art Instructor in the Kids/Parents to College program. Classes taught were Cartooning and Creative Art Sampler. 2002-04
- ▶ **Salem State College**-Teacher Assistant in Graphic Design/New Media, 2000-2001

ABOUT

James Forrest is the Principal of Ambalogic Interactive Studios and former Creative Director of Berkleemusic at the Berklee College of Music, and also the award-winning former Web Creative Director of the Peabody Essex Museum, the oldest continuously operating museum in the United States.

With a background in creative direction, new media design, information architecture, user-experience design, online community building, animation, storytelling, fine art, and sound design, Jim's work presents new possibilities for the changing experiential landscape online and beyond.

Jim's work has been featured in many articles, presentations, and shows about personalization, online outreach, social media, personalization, cultural exchange, and community outreach.

EDUCATION

Harvestworks – NYC, 2009

MAX/MSP/Jitter interactive composition course

School of the Museum of Fine Arts – Boston Ma

Continuing Education: Advanced art-making and design for the Internet.

Salem State College – Salem Ma

Concentrations: Interactive Multimedia Art, Music and Education.

Presidential Scholar 1999, 2000. Bachelor of Arts in Interactive Multimedia Art.

Massachusetts College of Communications | Boston

Certificate in Recording Arts and MIDI Composition.

Dean's List Recipient.

RELATED EXPERIENCE

Software & Language:

Proficient with HTML, CSS, XHTML, Adobe CSS, Javascript, PHP, Flash, and Actionscript. Experience with SVN, ASP.net, Perl, and CGI.

All Adobe software, WordPress, Microsoft Office Suite, Logic Pro, Ableton Live, Pro Tools, Reason and other digital audio creation tools. Microsoft Access, MySQL and Filemaker Pro databases. Big-Cartel, Shopify, Yahoo store and Storefront E-Commerce solutions. Marketo, Mail Chimp, and Constant Contact email campaigns.

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Awards

- National Award of Merit - American Association of State and Local History for *ECHOES* - A film about Lumberjack History in N.H..
- Talking Hands Award for interactive art-
Joseph Cornell: Navigating The Imagination, 2008
- Storefront E-commerce *Ubiquity* award 2005
- Macromedia "Site of the day" for *Hawthorne's Early Years*, 2004
- American Association of Museums Muse Awards, Collection Database/Reference Resource, Honorable Mention, 2004
- Zoomify.com featured project for *Hawthorne's Early Years*
- Marblehead Arts Festival-Best in show for Printmaking, 2001
- Presidential Scholar-Salem State College 1999, 2000-01

Publications

- Art Museum Libraries Symposium - Topic: Data Unity - 2010
- Museums and the Web-Co-author of *Learning from the People: Traditional Knowledge and Educational Standards*. - 2008
- The website for *Joseph Cornell: Navigating the Imagination* was featured in Core77's famous Industrial Design blog. - July 2007
- Salem Gazette, North Shore Sunday - *Machine 475 album review*, 2006
- North Shore Surfer , Associated Press-November 2003, Lynn Item - 2004

Conferences and Symposia

- PEM's Art Museum Libraries Symposium, 2010
Topic- Data Unity in Museums and Libraries.
- National Conference on Archive, West Midlands, UK, 2009
- New England Museum Association, 2009
Topic-Museum Mapping Projects: Charting a New Course
- South By Southwest Interactive, 2009 Topic-Remixing the Museum Exhibition
- Tufts University Museum Studies Visiting Lecturer 2008-10
- Museums and the Web Presenter, 2008
Topic-Learning from the People: Traditional Knowledge & Educational Standards
- Institute of Museum and Library Services (IMLS) grant review board
Topic - Building Digital Resources Panelist
- Museum Computer Network (MCN) presenter, 2006
Topic-*Extending the Visit Beyond the Museum*.
- Museum Computer Network (MCN) presenter, 2005
Topic-*Innovative Access to Collections on the Web: Connecting the Physical Museum Visit with the Online Collection through Personalization, Handhelds, RFID, and Audio Guides*.
- Salem Cyber Space Program presenter, 2005
- Museums and the Web demonstration, 2004
Topic- *Peabody Essex Museum's Artscape*.
- Salem State College Art Dept. Lecturer, 2002
Topic- *Designing online experiences*.

Shows + Performances

- Arts After Hours, Peabody Essex Museum, sound art performance, 2010
- *Lookout*, Lynn Museum, sound art installation for Lynn Woods exhibit, 2010
- Sunset Hang Electronic Music Festival at Salem Willows, 2010
- Machine 475 Project - Experimental electronic band 2006-10
- Lab De Loops, Brooklyn, 2009
- Soundtrack for a "Media Mosaic" at PEM - featured in exhibit *Wedded Bliss: The Marriage of Art & Ceremony*, 2008.
- Peabody Essex Museum 2005-06, *Owls in Art and Nature* , 4-channel sound installation and 2D print
- Boon Gallery 2005, sound collaboration with fellow musician Nate Douglas
- Gallery of Social & Political Art, Boston 2003, exhibited 2D prints
- Marblehead Arts Festival 2001, 2005
- *Movies with Live Soundtracks*, sound & silent film collaboration with filmmaker/ animator Shawn Morrissey, Coolidge Corner Theater, Brookline, MA, 2004
- Salem State College Alumni Exhibition 2003
- Mass Art Film Society, sound collaboration w/ Shawn Morrissey, 2002
- La Fete Du Sisk, exhibited prints, 2002
- Berwick Research Institute, Sound collaboration with Shawn Morrissey, 2002
- Solo Printmaking Exhibition-Winfisky Gallery 2001
- Front Street Coffee Shop, *Simple Ordinary Life*, a collection of 10 monoprints, 2001
- Winfisky Gallery, 2001
- Essex Camera Gallery, 2001
- Rockport's First Night, sound collaboration w/ Shawn Morrissey, 2000

INTERESTS

Guitar, bass, synthesizer, music production, sound design, mobile music, printmaking, iphonography, architecture, interior design, cooking, sailing, and traveling.