

GREG DEOCAMPO

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Resume with Links

Hello, World! Across my career I have transformed technology platforms— through code, design, strategy, and management— into enduring, genre-defining products: [Academy Award winning Adobe After Effects](#), the first [bioinformatics web service](#) for molecular vaccine design, large scale projection mapping iterating into a projected AR on the [Empire State Building](#), a video sampler and the live [video remix](#). I have deep software, product, strategy and management skills, and methods for eliciting creativity, entrepreneurship, and innovation.

EXPERIENCE

2011 – to Present: Principal, GD Creative Computing. Tampa Bay, FL.

Technology product research & development; innovation and business consulting. Notable projects:

- Startup advisement
- R&D: Mixed reality medical applications, reMixed reality music applications, AI for creative and automated authoring.
2020 NFL Pro Bowl Insta360/Version 360 camera live 5G stream to 360 dome by Radiant Image
- [T-cell epitope mapping](#) and immune modeling for supercomputing vaccine design apps
- Gear, Rift, Quest, ARKit, ARCore, Hololens, Magic Leap creative “no code” authoring research
- Algoriddim real time audio/video [authoring](#)
- [Hoverboard Program](#) research: a quantum levitation, maglev, projected AR mashup
- Advised Madison Square Garden [acquisition](#) of Obscura Digital projected AR technology.

2006 – 2011: Mediatronica, Chief Technology Officer, Artists & Repertoire. Paris, NYC, LA. Defined the company’s technology vision, strategy, and development of web services, mobile apps, data creation, harvesting, and analysis. Developed artist relationships for the company’s software engines. Sold these to Coca-Cola’s Innovation Lab, creating viral [apps](#), [videos](#), and analytics—including a custom Coke can driving a [web AR](#) experience for James Cameron’s Avatar.

2003 – 2005: Accelerated Servers, Chief Technology Officer. Reston, VA.

Designed and developed Beowulf clusters and parallelized applications for extremely high core count, high performance computing systems. Developed sales to U.S. defense and intelligence supercomputing customers.

2001-2004: Obscura Digital, Co-Founder & Chief Technology Officer. San Francisco, CA.

Participated in the software, corporate, and business startup of Obscura Digital, the creative technology firm that pioneered large scale video projection mapping, or projected AR. Notable work includes turning Coca-Cola’s Atlanta headquarters into [a giant Coke bottle](#), and “Fiat Lux,” at the [Vatican](#).

1999-2002: IFILM.net, Co-Founder & Chief Technology Officer. SF & LA, CA.
IFILM.net was the first online video website. I directed the database architecture, presentation engine and embeddable player design and development, including a web service for transcoding film to web video formats. Part of the management team that raised \$50M from Kodak, Steven Spielberg, and Roy Disney. Acquired by Viacom.

1996-1999: Brown University TB/HIV Research Lab, CTO-on-Demand. Providence, RI.
Developed and project managed the first web version of Epimatrix, an early Java bioinformatics web service based on the Lab's T cell epitope prediction algorithm. The work was [published](#) and remains widely cited.

1992-1998: EBN/Emergency Broadcast Network, SPECIAL AGENT G. Providence, RI.
Performance artist and CTO of the cult band EBN, who pioneered the video remix— a new art form. Developed a live video sampling and effects network for use with live audiences. Toured the U.S. and Europe, including opening for U2's [ZooTV](#), and Phish, including designing and producing their 1998 New Year's Eve Show at Madison Square Garden, featuring a giant video dome over the scoreboard. As a video artist I've worked with Peter Gabriel, Laurie Anderson, and the Red Hot Chili Peppers.

1989-1993, The Company of Science & Art, Co-Founder & CEO. Providence, RI.
Formed to exploit the dawn of hypermedia. Recruited recent alumni from Brown University's Computer Science Department. We developed a CD-ROM simulation of a future web, which revealed the problem of synchronizing audio and video. The first product solved that problem and became the basis of After Effects. I executed the first business development and sales. After finding and focusing on the technology's most profitable customers, the product was acquired by Adobe. It grew to become a global standard for motion graphics, animation, and compositing.

EDUCATION

May 1988, Bachelor of Science, Brown University, Applied Mathematics-Molecular Biology.
Senior thesis was a mathematical model of the immune system sponsored by Nobel Prize winner Leon Cooper.

SKILLS

- Workflow development
- Technology Program Management
- Product Management
- Eliciting creativity
- Product design and development
- Strategy
- Business Development
- Negotiation
- Rapid Prototyping
- Innovation
- Product Design Management
- Quality assurance
- Diegetic prototyping & design fiction

ACTIVITIES

Digital art, video remixing, mentoring. bio-art. Piano. Science fiction reading and writing. Travel. Rights activism. Local youth hunger, homelessness, and suicide prevention.