

# Louise Lessél

## CV

### Work

Online resume @  
dk.linkedin.com/in/louiselessel

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**Louise Lessél**  
Creative Technologist  
New York / Copenhagen

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#### **Vertigo / Creative technologist (freelance)**

AUG 2017 - JUL 2018, COPENHAGEN

Creating interactive installations & visuals for museums and cultural events.

#### **FOF Copenhagen / Teacher of Coding Kids**

FEB 2017 - JUN 2018, COPENHAGEN

Teaching kids to code through games and animation in a two-hour 12-week class.

#### **Aalborg University / Student study counselor**

SEP 2016 - JUN 2018, COPENHAGEN

Assisting students with their questions and problems regarding the study programmes under the Study Board of Media Technology at Aalborg University.

#### **AAU On Demand / Teacher for museum installation design**

MAY 2016 - JUN 2018, COPENHAGEN

Imagining the future of museums and interactive installations through collaborative design with high school students, as an AAU on Demand student teacher for the Medialogy programme at Aalborg University. Conducting research about student preferences to bridge the gap between the museums and students based on cases created in cooperation with seven Danish museums.

#### **SV-Festival & Teen Tech / Event management and development**

APR 2016 - OCT 2016, COPENHAGEN

Creating a new music festival in the south harbor area of Copenhagen as a part of a 5-year urban development project to create a city of music and technology. Responsible for event management of the Teen Tech conference where middle- and high school students showcase and try out Sound Computing interfaces.

#### **J-Popcon Festival / Experience design**

MAY 2015 - APRIL 2016, COPENHAGEN

Responsible for theme activation of Nintendo brand "Pokémon" during the festival, in cooperation with Bergsala Enigma & Nintendo. Transformation of the festival area into a Pokémon universe consisting of volcanoes, ice, battle arenas, a haunted village etc. and coordination of brand guidelines in all planning groups.

#### **Makropol VR:LAB, CPH:DOX / Showcase & exhibition design**

NOV 2015, COPENHAGEN

Coordinator of the industry showcase at Kunsthal Nikolaj: The culmination of VR:LAB, during which nine experimental VR films were made by Scandinavian filmmakers to test the boundaries of the medium. Exhibition design advisor during workshop week, ensuring match between film and physical exhibition experience.

#### **Story Music, Golden Days / Event manager & experience design**

JAN 2015 - OCTOBER 2015, COPENHAGEN

Head coordinator of key event during Golden Days Festival's heritage days. The outdoor event re-creates the experience of the interactive documentary "Story Music" which is currently in development, about the faroese musician Teitur. 600 audiences at Nordatlantens Brygge co-created the event experience.

### **Billetsalget.dk / Site manager and UX architecture**

APR 2013 - DEC 2014, COPENHAGEN

Managing loyalty clubs with cultural offers for over a hundred Danish companies, with stakeholder meetings with marketing coordinators, suppliers, ticket sellers and HR managers. Handling the marketing for concerts, movie premieres, museums etc. and optimizing ticket sales in various target groups.

### **Plus Agency / Event organizer assistant**

FEB 2013 - APR 2013, COPENHAGEN

Optimizing the work flow and information storage of a small business creating conferences based on dramaturgical staging and adult learning theories. Assisting with idea generation, social media strategy and event organizing. *Internship.*

### **Kontrapunkt / Brand strategy and communication assistant**

AUG 2012 - OCT 2012, COPENHAGEN

Developing brand strategies and designing platforms for meaningful interaction, based on market research and user needs. Responsible for UX design of the ticket flow for the danish cinema website Kino.dk. *Internship.*

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## **Education**

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### **New York University / MPS. Interactive Telecommunications**

2018 - 2020, NEW YORK

Camera & Sensor technologies, VR, AR, Physical Computing, Open source development, Data collection and visualization, AI & Machine Learning, Exhibition design, Special effects, Projection mapping and Live performance technologies.

### **Aalborg University CPH / BSc. Medialogy**

2015 - 2018, COPENHAGEN

Interaction design and programming, Augmented reality, Sensor technologies, Sound design, Signal processing, Computer graphics, Rendering, Game theory, Animation, 3D modeling, Virtual reality, Interactive storytelling, AV production.

**Bachelor project: *The Black Queen.*** Creating a system for autonomous agents and projection mapping in Unity, within the context of interactive live theatre.

### **IT University / BSc. Digital Media & Design**

2009 - 2012, COPENHAGEN

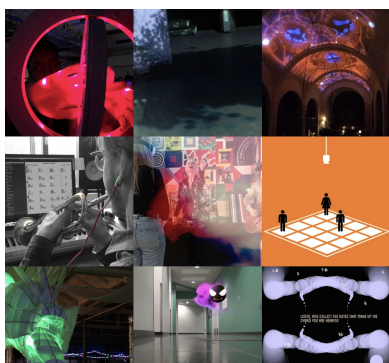
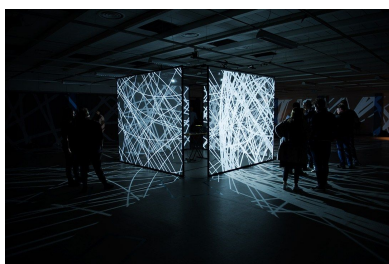
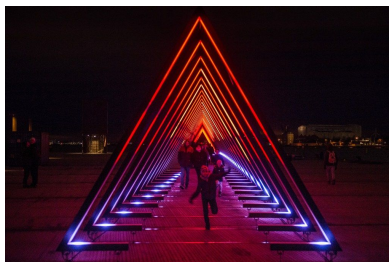
Interaction design, Co-design, Research, Innovation and entrepreneurship, E-business, Prototyping, Project management, Concept development, Crossmedia, Storytelling, Communication strategy and Social media.

**Bachelor project: *Ebooks and eye tracking.*** Transforming ebooks into interactive reading experiences, using eye tracking and attention theory to let natural reading patterns propel the narrative.

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## Portfolio work

Full portfolio @  
louiselessel.com



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## Portfolio / louiselessel.com

2010 - 2019

*Cosmic Harp*, laser harp for playing sound generated from satellite data

*The Black Queen*, computer actor for live theatre through projection mapping

*The Wave*, 40 interactive triangles that make a sound + light wave (Vertigo)

*Restart:Refrain*, cubeoid installation that retains images of past events (Vertigo)

*Facade Projections*, Projections for Arbejdermuseet, Kulturnatten 2017 (Vertigo)

*SonifiReal*, sonification of heart beat as a tool for rehearsing Jazz improvisation

*12 hrs no words*, projection mapping visuals for church ceiling

*Mobile Augmented Reality Visuals*, Gear VR Augmented Reality app for concerts

*Mix and Match*, interactive sound installation for social sustainability at festivals

*LED Dragon*, light installation for event decoration

*Haunted House*, digital installation for a haunted house

*Aural Training*, game for assisting aural training of musicians

*The Voice of the People*, public interactive installation for democratic politics

*Teitur Story Music*, event concept design for a large scale interactive concert

*Rebranding J-Popcon*, event management and branding project

*Ebooks and eye tracking*, research report and prototype of future ebooks

*Magical experiences in UX*, research paper for mixing magician's knowledge and UX

*Evolving the event experience*, concept design for personal growth event

*BrewABeer online*, concept design ebusiness for a personalized beer experience

*YoungBeats strategy*, cross media concert for audience involvement

*Cyber concert*, cross media concert for real time performance between venues

*A mediated concert*, cross media concert for framing audience expectations

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## IT

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**Programming.** C#, Processing, Arduino, Python, CG, C++, MATLAB, P5.js, SonicPi  
**Software.** Unity, After Effects, Premiere Pro, Photoshop, TSPS, Open Frameworks

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## Recognition

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ITP Winter Show 2018. Design Showcase "*Cosmic Harp: Laser harp instrument*".

NYC Media Lab 2018. Design Showcase "*The Black Queen augmented projections*".

Plugout Festival 2017. Invited Artist Talk "*Future visuals: Mobile AR Visuals*".

HCI International 2017 conference. Published Paper "*Mix and Match: Designing an Installation for Music Festivals Aiming to Increase Social Sustainability*".

Available at: [https://link.springer.com/chapter/10.1007/978-3-319-58637-3\\_1](https://link.springer.com/chapter/10.1007/978-3-319-58637-3_1)

SMILE Samsung VR lab 2017. Conference showcase "*Augmented Reality Visuals*".

Oticon Audio Explorers NYC 2016. Design pitch winner for hearing aid company.

SIDeR conference 2012. Published Paper "*Introducing Magical Experiences in UX*".

Available at:

<http://www.cse.chalmers.se/research/group/idc/ituniv/sider12/?presentation=introducing-magical-experiences-in-ux>