

# Curriculum Vitae

## EDUCATION

Pursuant of Ph.D. in Cinematic Arts (Interdivisional Media Arts and Practice)  
University of Southern California | School for Cinematic Arts (2010-2014)

Master of Fine Arts in Digital Arts and New Media  
University of California, Santa Cruz | Division of Arts (2009)

Master of Arts in Arab Studies  
Georgetown University | School of Foreign Service (1998)

Bachelor of Arts in English Literature, cum laude  
University of Cincinnati | College of Arts and Sciences (1993)

## RESEARCH POSITIONS

Researcher at Annenberg Innovation Lab | University of Southern California (2011)  
*Developed semantic web technologies in order to survey the importance of social media in political change.*

Research Associate at Digital Arts and New Media MFA Program | UC Santa Cruz (2009-2010)  
*Conceptual development of MFA thesis project, R-Shief BETA archive, into a contribution of an practice/theory approach to scholarship.*

Graduate Research Assistant for UCSC Graduate School | UC Santa Cruz (07/2008-12/2008)  
*Researched technologies, designed, and developed prototype for social networking site for UC Santa Cruz's graduate students using Ning software.*

Graduate Research Assistant for Professor Warren Sack | UC Santa Cruz (03/2008-06/2008)  
*Created video and co-designed website for the software that ran in the installation of "Conversation Map" (2000) at the San Francisco Museum of Modern Art. "Conversation Map" is a browser that analyzes the text of an archive of Usenet newsgroup messages.*

Graduate Research Assistant for Professor Margaret Morse | UC Santa Cruz (01/2008-03/2008)  
*Researched collaboration as a key concept in contemporary art and creative production. Resulted in grant award to host symposium and offer course on collaboration in the arts.*

## TEACHING EXPERIENCE

Teaching Assistant, "Cinema: CNTV 499"  
University of Southern California, School of Cinematic Arts (Fall 2011)

Porter College Lecturer, "Seminar in the Arts: Technology and Collaboration"  
University of California, Santa Cruz, Division of the Arts (Fall 2009)

Graduate Teaching Assistant, "American Music," "Digital Media," "Medieval Art History."  
University of California, Santa Cruz, Division of the Arts (2007-2009)

U.S. Peace Corps Volunteer, Full-time faculty in English department  
Sidi Mohammed Ben Abdellah University, Faculty of Arts, Fes, Morocco (1993-1995)

### **AWARDS, SCHOLARSHIPS, AND GRANTS**

MacArther Foundation HASTAC Scholar nomination and award (2010-2011)

Annenberg Graduate Fellowship (2010-2014)

Jack Shaheen Media Scholarship by the American-Arab Anti-Discrimination Committee (2009)

Porter College Graduate Research Grant (March 2009)

Florence French Scholarship, Regents' Fellowship (September 2007, April 2008)

Puffin' Grant for the Guerrilla Poetry Insurgency (March 2006)

Washington Peace Center, Peace and Justice Award (December 2005)

### **SPEAKING ENGAGEMENTS**

Strategic Analysis, Inc. conference on "Social Media: Applications to Industry" in San Jose, CA  
*"Case Study: Arab Revolutions"* (December 13, 2011)

Middle East Studies Association in Washington, D.C. | *"Social Media Practice: Revolution, Youth, and the Digital World"* Roundtable discussion. (December 2011)

U.S. Department of State Bureau of Arms Control, Verification and Compliance at conference on "Arms Control in the Information Age," | *"Applications of Social Media Proliferation: New Approaches towards 'Objective' Study"* (November 29, 2011)

Munk School of Global Affairs at University of Toronto on "Arab Uprising, Understanding the Causes of Change" in Canada | *"#NoMilTrials Remixed"* (November 10, 2011)

Ferrum College Lecture series on "Transformations of Human Identity in the 21st Century" in Ferrum, VA | *"Social Media Proliferation: Mapping and Analyzing Online Content"* (September 22, 2011)

Tech@State: Data Visualization conference in Washington, DC | *"Turning Information in to Insight Panel"* (September 23, 2011)

Fellows Forum series at University of Southern California in Los Angeles, CA | *"New Perspectives on Islam and the Middle East"* (September 15, 2011)

Arab Techies 2011 Workshop in Cairo, Egypt (July 2011)

U.S. State Department in Washington, DC | *"Documenting and Analyzing Arab Opinion on the Internet: Semantic Twitter Feed Analysis"* (July 20, 2011)

American University in Cairo's "Democratizing Knowledge: Access to Knowledge for Development's Second Annual Conference" in Cairo, Egypt (June 2011)

Allied Media Conference in Michigan | "Al-Sha'ab Yureed" (The People Demand):  
Transmitting the Revolution" (June 2011)

TEDx organized by Stanford's Peace Innovation Lab in Palo Alto | "The Role of Art and Humanities in Regime Change" (May 19, 2011)

Facebook Headquarters in Palo Alto, CA | "Visual Nesting: Facebook's Design for Building Community" (May 18, 2011)

Annenberg Fellowship Creative Symposium at USC | "Media Methods: Youth, Revolution, and the Arab States" (April 5, 2011)

Annenberg Innovation Lab's Inaugural Conference at USC | "The Social Web Meets the Semantic Web" (April 1, 2011)

Blogs & Bullets: Social Media and the Struggle for Political Change | The Center of Innovation for Science, Technology and Peacebuilding, in partnership with the George Washington University and Stanford University in Palo Alto, CA (February 24, 2011)

Arab Techie Women Workshop | Beirut, Lebanon (May 2010)

The 3rd Annual Bay Area Arab Women's Conference | "Culture Expression" (March 2010)

Yale University's Digital Humanities Conference: The Past's Digital Presence | Presenting on "R-Shief: Arabic for 'Archive' in the Cyber World" (February 2010)

Social Information Spaces | Guest lecture to Warren Sack's class. (May 2008)

Urban Culture | "Defining & Negotiating Public Space in the City" (October 2006)

Young Women's Drumming Empowerment Project | Poetry writing workshop (August 2006)

Radius of Arab-American Writers Inc. (RAWI) | "Is Everything Political?" (June 2005)

American Studies Association Conference | "Disrupting Spaces" (December 2005)

National Conference of Organized Resistance | "Arab Voices of Protest" (February 2004)

## INSTALLATIONS

"Egyptian Body Politic REMIX" December 2011  
Digital Culture Festival, Rio de Janeiro, Brazil

"Word Cloud Visual" October 2011  
Museum of Art & History, Vienna, Austria

“Archiving Gaza in R-Shief” in the interACTIVATE exhibition  
Museum of Art & History, Santa Cruz, June 2009

“Conversation Map” by Warren Sack in the “Art of Participation: 1950- Now” show. Created  
video and co-designed website for the software that ran in the installation. November  
2008-February 2009 The San Francisco Museum of Modern Art, San Francisco, CA

“The Public Intellectual REMixed by VJ Um Amel” April 2008  
Cornell University, Ithaca, NY

“Post-Colonial Ninja Front” February 2008  
the Porter Faculty Gallery, Santa Cruz, CA

“The Why Project” September 2006  
Green Festival, Washington, DC,

“Awakening” October 2000  
Bossa, Washington DC

## **DIGITAL MEDIA**

*R-Shief Labs, LLC.* is a virtual lab that collects and analyzes content from the Internet on the  
Middle East using swarm computing generated analytic. See R-Shief.org

*VJ remixes and data visualizations.* From September 2010 - December 2011, produced over **60**  
video remixes and visualizations online that were published and syndicated on many  
platforms including Jadaliyya.com, The Levantine Center, Mrzine, SMEX, 7iber, Henry  
Jenkins Blog, and more.

*Twitter Analytics* (built tool in PHP to data mine Twitter by hashtags from August 2010. Saved  
all 800,000+ tweets on #Jan 25 and designed Semantic Visualization. Other hashtags  
include: #gaza, #flotilla, #KhaledSaid, @abdulemam, #Tunisia, #wikileaks, #Libya, #Bah  
rain, #Egypt.)

*Archiving Gaza* (a live-recorded video remix using VDMX software.) 2009

*Islamopediaonline.org* (Commissioned for art direction and lead design for The Prince Al  
waleed Bin Talal Islamic Studies Program’s Islamopedia project at Harvard University.)  
2009

*ccas.georgetown.edu* (Designed and developed web site using Cold Fusion and Access db.  
Built custom video players and web intro using ActionScript 2.0 and Flash 8.) 2004, 2006

*Arabsandterrorim.com* (Designed user interface for web application built in Cold Fusion and  
Access db. Built custom video players and web intro using ActionScript 2.0 and Flash 8.)  
2006

*Guerrillapoets.org* (Developed site using WordPress blog, and designed CSS, and Photoshop.)  
2005

*Merip.org* (Designed user interface for Drupal site.) 2007

## LIVE PERFORMANCES

*"Music, Freedom, and a Bit of Egyptian Cinema"* hosted by Makkan Art Gallery sponsored by National Gallery of Art (Amman, Jordan October 23, 2011)

Levantine Cultural Center with Spoken Word Poet Remi Kanazi and Hip-Hop Artist The Philistines (Los Angeles, CA September 10, 2011)

*Bass Synthesis* (Los Angeles, CA June 2011)

*Brethren GRIMED: Full Moon Festival* (Santa Cruz, CA March 2011)

Middle East Studies Association (MESA) Dance Party with DJ Bassam (San Diego, CA, November 2010)

*When Worlds Collide* (Los Angeles, CA June 2010)

*Call 2 Presence: Interactive, Live Cinema* performed at The Fridge DC art gallery (Washington, DC, February 2010)

Hip Hop Theater Festival (Washington, DC, July 2007)

Emcee (weekly) with Thievery Corporation at Eighteenth Street Lounge (Washington, DC, November 2006-March 2007)

DC Coalition for Housing and Justice: Community Forum (Washington, DC, October 2006)

ROOTS in Community Workshop-hop (Washington, DC, May 2006)

DC Coalition for Housing and Justice Awards Banquet (Washington, DC, January 2006)

Greenspace Festival (Washington, DC, January 2006)

Operation Ceasefire Concert, open for Thievery Corporation, Joan Baez, Sweet Honey & the Rock (September 2005)

Workshop and Performance at Rant & Rave III (Asheville, NC, May 2005)

IMF/World Bank March (April 2005)

Vagrant Winds: Bonfires Show (New York, NY, March 2005)

Workshop and Performance (Richmond, VA, March 2005)

Counter-Inaugural Event (Washington, DC, Jan 2005)

*Capital Heartbreak & Sweetness: DC POETS*, By Sujewa Ekanayake (Washington, DC, 2002)

## REVIEWS

- "A year in review: When history becomes art" by Helen Stuhr-Rommereim in *Egypt Independent*, 12/29/2011.
- "The People's Skype' and Occupy Wall Street Hackathons," *Fast Company*, 12/12/2011.
- "From the Manhattan Project to the Cloud: Arms Control in the Information Age" by Assistant Secretary Rosemary Gottemoeller at Stanford University, 10/27/2011.
- "Social Scientists Wade Into the Tweet Stream," by Greg Miller in *Science*, 09/30/2011.
- "VJ Um Amel hits 'the social' in media" by Lina Attalah in *Al-Masry Al-Youm*, 06/27/2011.
- "Digital Learning and the Arab Spring" by Liz Losh in *HASTAC's Digital Media and Literacy Blog*, 06/25/2011.
- "Interview with VJ Um Amel by Youmna Chlala" in *ArtTerritories*, 06/22/2011.
- "Twitter's Window on Middle East Uprisings" by Jon Friedman in *Wall Street Journal's MarketWatch*, 05/18/2011.
- "VJ Um Amel Remixes a Revolution" by Dylan Schenkar in *The Creators Project*, 03/01/2011.
- "Not Your Mother's VJ" by Liz Losh in *Virtualpolitik*, 02/25/2011.

## PUBLICATIONS

- "The Materiality of Virtuality: Internet Reporting On Arab Revolutions," *Jadaliyya* 12/19/2011.
- "An Unprecedented Event: #OccupyData Hackathon Days 1 & 2," *R-Shief's Blog* 12/11/2011.
- "Eighteen Hours to Thirty-six Hours Entering #Tripoli, Libya," *R-Shief's Blog* 08/29/2011.
- "Collateral Damage: #Oslo Attacks and Proliferating Islamophobia," *Jadaliyya* 08/09/2011.
- "Media-Making Madness: #Arab Revolutions from the Perspective of Egyptian-American VJ Um Amel." *The Confessions of an Aca-Fan: The Official Weblog of Henry Jenkins*, 02/21/2011.
- "Security or Uncertainty: Stabilizing R-Shief Twitter Analysis during the Jasmine & Egyptian Revolutions." *ThoughtMesh: Critical Code Journal*, 02/05/11.
- "The R-Shief Initiative: Proof of Concept" in *Parson's Journal for Information Mapping* (Vol. 2) (April 2009).
- "On Becoming Arab," "Give," "Human Skin" in *Mizna* journal, (vol. 6, July 2004).

## **COLLABORATIONS AND COLLECTIVES**

Creativity and Collaboration (Santa Cruz, since 2008)

Public Media Project Group (Santa Cruz, since 2008)

Guerrilla Poetry Insurgency (Washington, DC, since 2003)

Word of Mouth (Washington, DC, since 1999)

Radius of Arab American Writers Inc. (National, since 1999)

## **LANGUAGES**

*Arabic* - Fluent in Egyptian dialect. Received "Superior" on ACTFL exam in Moroccan dialect. Reading and writing proficient in written Modern Standard Arabic.

*French* - Proficient in written and spoken. Received "advanced" on ACTFL language exam.

## **TECHNICAL SKILLS**

*Adobe CS5 Certified Expert* - Fluent in scripting (HTML5, CSS3 javascript, php, actionscript 3.0); in patches (MAX/MSP, Jitter, Quartz, VDMX); in video, animation, and 3D (After Effects, Premiere, Final Cut Pro, Maya, and Unity); and in data mapping (Gephi, Many Eyes, Google API, Unity)