

PROFESSIONAL PREPARATION

M.P.S. **New York University, New York, NY** Interactive Telecommunications, 1996
Tisch School of the Arts, Institute of Film & Television

B.E.T. **University of South Florida, Tampa, FL** Engineering Technology, 1987

EMPLOYMENT HISTORY

Exploratorium, Center for Learning and Teaching, San Francisco, CA, Director of Web Development, (2004 – Present)
Manage media development and technical staff in the development of educational websites and resources. Develop online exhibits, resource collections, and research projects for educational program initiatives. Have oversight for video streaming technology implementations. Contribute to intellectual property rights, media licensing, and privacy policies. Manage and develop web development and publishing infrastructure.

Conwest Resources, San Francisco, CA, Director of Online Services (2001 – 2004)
Managed e-commerce and subscription website development and operations. Built and managed web server network. Acted as systems administrator and webmaster. Procured and implemented video streaming and DRM technologies.

blaxxun interactive, San Francisco, CA, Manager of Professional Services and Technology Evangelist, (1999 – 2000)
Developed business, entertainment, and collaborative training software applications and web sites built on blaxxun's client-server, multi-user 3D virtual world platform, Virtual Reality Modeling Language (VRML) and X3D. Managed engineering and outside creative staff on projects, provided developer relations to 3D design and internet sectors. Assembled and trained professional services and customer service teams. Conducted VAR and internal sales staff product training. Participated at key industry 3D design and technology advisory board meetings. Represented company on ISO standards development issues at Web3D Consortium meetings

NTT Multimedia Communications Laboratories, Mill Valley, CA, Design Engineer, (1997 – 1999)
Designed and developed interactive on-line 3D worlds for education and commerce based on InterSpace, NTT's client-server virtual world communications software platform. Worked directly with clients on projects through concept development, production, and deployment phases. Managed a team of web developers, 3D modelers, graphic designers, and outside consultants. Provided technical and creative direction and production management for engineering and marketing communications projects. PR and media contact for software products and multimedia projects.

Developed *Exploring Edo*, a kiosk-based virtual world for the 1998-1999 National Gallery of Art, Washington, D.C. exhibition, "Edo: Art in Japan 1615-1868", and companion *Virtual Edo* distance learning environment.

blaxxun interactive, San Francisco, CA, Virtual World Developer, (1996 - 1997)
Developed online community projects using blaxxun's client-server, multi-user 3D virtual world platform and VRML, including interactive applications, multi-user games, bots, and digital characters. Designed an avatar animation gesture set and produced animations using motion captured performers. Presented at industry events focused on online communities and multi-user 3D technologies. Established a community developer program for content developers. Evaluated and made recommendations on 3D design tools.

Hidden Line Media, Principal, San Francisco, CA (1994 – Present)
Interactive multimedia design and development consultancy with emphasis on web site development and 2D / 3D graphic design.

Analysts International Corporation, Tampa, FL, Senior Consultant (1993 - 1994)
Developed software applications. Created a Visual Basic developer training curriculum and taught courses to software developers. Created an electronic Development Center. Installed, configured, and administrated server operating systems and databases.

Greystone Group, Senior Software Engineer, Largo, FL (1992 – 1993)
At **AT&T Paradyne** (former telecommunications hardware subsidiary) - developed user-interface components for a multimedia FAX and image viewing application bundled with modems.

Reflectone, Tampa, FL, Display Systems Engineer (1991 - 1992)
Developed real-time flight simulation software for a C-130 flight instructor operator station. Created user-interface components for a touch-screen instructor station display. Developed flight map and landing plot graphics display applications using specialized graphics hardware, application programming interfaces, and Ethernet communications protocols.

Nielsen Media Research, Dunedin, FL, Programmer/Analyst (1990)

Developed television syndication ratings analysis applications. Maintained and enhanced data communications software and data gathering and delivery systems.

Software Quality Assurance Analyst, (1988 - 1990)

Developed software testing tools for television ratings analysis systems. Managed and executed software test plans. Conducted user training for national cable network media research associates. Provided technical support and installed and maintained PC hardware and devices.

RESEARCH INTERESTS

Distance learning in collaborative 3D virtual environments

Digital asset management frameworks for media archiving and online publishing

AWARDS AND EXHIBITIONS

Exploring Edo, kiosk-based 3D virtual world in "Edo: Art in Japan 1615-1868" exhibition at the National Gallery of Art, Washington D.C. 1998 – 1999, and companion *Virtual Edo* distance learning environment. *Exploring Edo* awarded honorable mention, Dream Centenary CG Grand Prix 1999, Aizu, Japan.

The Cyberkinetic Dream of Don Quixote, computer animated short-video. First Place Award, Experimental Category, 2nd Annual Alamo Film Competition for Florida Students, a part of the Fort Lauderdale International Film Festival, November 1991

SELECTED PUBLICATIONS

Doherty, P., and R. Rothfarb. 2007. From 2D To 3D Web: The Science Center and Second Life. *ASTC Dimensions*, November - December, Association of Science – Technology Centers, Washington D.C.

Rothfarb, R. and P. Doherty, Creating Museum Content and Community in Second Life . In J. Trant and D. Bearman (eds). *Museums and the Web 2007: Proceedings*. Toronto: Archives & Museum Informatics, published March 31, 2007 at <<http://www.archimuse.com/mw2007/papers/rothfarb/rothfarb.html>>.

Doherty, P., R. Rothfarb and D. Barker. 2006. Building an Interactive Science Museum in Second Life. In D. Livingstone and J. Kemp (eds). *Proceedings of the Second Life Education Workshop*, part of the Second Life Community Convention (San Francisco, California August 18 – 20, 2006). University of Paisley, UK. <<http://www.simteach.com/SLCC06/>>.

Kato, Y., and Rothfarb, R., et al. *Virtual Edo* CD-ROM. Mill Valley, CA:NTT Multimedia Communications Laboratories;1998.

Rothfarb, S., Rothfarb, R., and Linton, E. "The Juice: A Memorial To Victims of Violence." Hidden Line Media. 1995. <http://www.hiddenline.com/wireframe/worlds/juice/juice_main.html>.

INVITED/PEER-REVIEWED PRESENTATIONS

Rothfarb, R. Creating Interactive Content and Community in Second Life, 2007. Conference workshop presented at Museums and the Web 2007, San Francisco, CA, 1999.

Rothfarb, R. J., Doherty, P., Higdon, R., and Weber, A. 2006. Embedding webcasts in virtual worlds to enhance user experiences. In *ACM SIGGRAPH 2006 Research Posters* (Boston, Massachusetts, July 30 - August 03, 2006). SIGGRAPH '06. ACM Press, New York, NY, 179. DOI= <http://doi.acm.org/10.1145/1179622.1179828>

Rothfarb, R. and Y. Kato, et al. InterSpace Station, Multi-User 3D Virtual World Distance Learning Environment. Exhibited at ACM SIGGRAPH 1998 : SIGKIDS (Orlando, FL, 1998). <<http://www.siggraph.org/s98/conference/sigkids/proj.html>>.

Rothfarb, R. 1997. Your Avatar, Your Ident : Who Will I Be Today?. *Avatars 97: The Human Race in CyberSpace Conference*, San Francisco, CA, 1997.

LEADERSHIP EXPERIENCE

Founder and Chair, *Tampa Bay ACM SIGGRAPH Professional Chapter*

Chair and Board Member, *San Francisco ACM SIGGRAPH Professional Chapter*

Professional Chapters Committee Member, *ACM SIGGRAPH*

PROFESSIONAL AFFILIATIONS

ACM SIGGRAPH