

GREGORY MINH TRAN

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EDUCATION

Harvard University, Graduate School of Design

Master's Degree with Distinction - Advanced Placement
(Thesis Prize Winner)

The Ohio State University, Knowlton School

Bachelor's of Science, Architecture - Magna Cum Laude

EMPLOYMENT

Magic Leap 2015-2019

Creative Director / Design Principal

- Leading the Magic Leap OS design team
- Manager of internal team and external agencies
- Responsibilities include Creative Direction, long-term vision, concept development, project management, contract management, software handoff.

Samsung Research America, NExD 2013-2015

Interaction Design Lead - Staff

- Led a design team for Samsung's Visual Display division 3-5 years in the future.
- Responsibilities include Creative Direction, concept development, product definition project management, management of agencies, interaction, visual and motion design.

Samsung Research America, NExD 2012-2013

Senior UX Designer

- Led a design team for Samsung's Visual Display division 3-5 years in the future.
- Responsibilities include Creative Direction, concept development, product definition project management, management of agencies, interaction, visual and motion design.

Samsung UXCA, Ecosystems 2011-2012

UX Designer, Vision Director

- Video / Vision Director and managed outside agencies, designers and actors
- Worked on a design team for an ecosystem-based product for TV, tablet and mobile
- Responsibilities include concept development, product definition, design research, specification production and vision-video production.

University of Toronto Graduate School 2011

Visiting Lecturer

- Led 75 graduate students in representational techniques and methodology
- Presenting Mixed Reality work, 3ds Max, After Effects, Premiere, Workflow

Harvard School of Design 2011

Visiting Lecturer

- Led Summer studio focused on design methodology and production
- Mentor and present work for prospective students

Mack Scogin, Merrill Elam Architects 2009-2010

Architectural Designer

- Architectural design, rendering and video production

SELECTED DESIGN AWARDS

Steelcase 100 Minds

- Recognized as 1 of 100 world thought leaders alongside other luminaries in Art, Politics, Philosophy and Industry

Samsung Research – Outstanding Achievement in Design

- An award given to recognize exceptional impact and Design leadership in the organization

Harvard Graduate School of Design Thesis Prize

- Awarded to the Designer with the best thesis from the Harvard Graduate School of Design

Magic Leap Pitchfest – First Place Winner

- First Place Winner for Design and Prototyping out of over 250 submissions.

ADDITIONAL DESIGN AWARDS & HONORS

RO-MAN International Symposium Invited Reviewer – New York City - 2016
Budapest Architecture Film Festival – Budapest, Hungary - 2014
Platform 4 Exhibition II – Harvard GSD, Cambridge, MA - 2012
James Templeton Kelley Exhibition – Harvard GSD, Cambridge, MA - 2011
Architecture Film Festival Rotterdam – Rotterdam, The Netherlands - 2011
Platform 4 Exhibition -- Harvard GSD, Cambridge, MA - 2011
Bottle Service MASS -- MoMA PS1 Exhibition/Proposal - 2011
Bottle Service MASS -- MAXXI Museo Nazionale Delle Arti, Rome, Italy - 2011
Platform 3 Exhibition -- Harvard GSD, Cambridge, MA - 2010
Pod House - Permanent installation at the COSI Museum, Columbus, OH - 2010
100 Cubes Exhibition – Gallery Biim, Seoul, South Korea - 2009
Pod Exhibition – Columbus Convention Center Summit on Sustainability - 2008
2nd Prize in Denman Research Forum - 2008
KSA Gui Competition Finalist - 2008
ARTA Research Fellow – Copenhagen, Denmark - 2007
ARTA Research Exhibition & Symposium – Banvard Gallery - 2007

MIXED REALITY CONFERENCES AND TALKS

Designing the Magic Leap One – IXDA – Miami, FL – 2019
Filmgate and XR Miami – Miami, FL - 2019
Alphaville Visionary Cities, Screening Tour – London, UK - 2013
ISMAR – Invited Reviewer / Critic
ISMAR - International Symposium on Mixed and Augmented Reality – Basel, Switzerland - 2011
Society of Environmental and Graphic Design Conference - Eyebeam Art/Technology Center -- NYC - 2011
Mobile AR Event – San Diego, CA - 2011
Alphaville Film Festival – London, UK - 2011
Video + Game Exhibition -- Harvard GSD, Cambridge, MA - 2011
Visionary Cities Exhibition -- Faculty of Architecture, University of Manitoba, CA - 2010
Visionary Cities Competition Finalist – Alphaville Film Festival, London, UK - 2010
Leonardo At The Museum Screening – Whitechapel Gallery, London, UK - 2010
Leonardo At The Museum Screening – The Roxy Bar and Screen, London, UK – 2010

MIXED REALITY PRESS & PUBLICATIONS

Autoportret – “Wzmocniona Rzeczywistość (Enhanced Reality)” – March 2012
Domus - “From line to Hyperreality,” Issue 956 – March 2012
About: Blank Magazine – Edition 10 March 2012
Steelcase – “100 Dreams, 100 Minds, 100 Years” - February 2012
Popular Science Magazine – Chinese Issue 12. - 2011
GSD Platform 4 - Harvard GSD "Mediating Mediums: The Digital 3d" - Dec. 2011
Yatzer - V.O.W.N. 34 "The Architectural Interface," - Sep. 2011
ArchDaily - "Mediating Mediums: The Digital 3d." - Sep. 2011
Core 77 Design Magazine - "Greg Tran - 'Mediating Mediums: The Digital 3d.'" - Sep. 2011
Yanko Design - "Virtual Architecture," - Sep. 2011
The Fox is Black "The Unreality of 3d Modeling," - Sep. 2011
The Creators Project - "Forget The Jetsons, This is the Future," - Aug. 2011
The Next Web - "Where Augmented Reality and Architecture Collide," - Aug. 2011
Inventing Interactive- "Mediating Mediums," - Aug. 2011
Architizer - "Real Talk on Augmented Reality," - June 2011
Wired: Beyond the Beyond - "Showtime: Greg Tran - 'Mediating Mediums,'" - June 2011
A View on Harvard GSD: Volume 3 - "Leonardo at the Museum," - May 2011
Wired: Beyond the Beyond - "Augmented Reality: Greg Tran," - Mar. 2011
GSD Platform 3 - Harvard GSD "Where's Alice?" - May 2010