



TANA HELEAN

STRATEGY ▸ DESIGN ▸ INNOVATION

CONTACT

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EDUCATION

Master of Fine Arts – Electronic Media, Mills College; Oakland, CA.
Bachelor of Arts – Interdisciplinary Computing & the Arts, University of California; San Diego, CA.

CORE COMPETENCIES

Strategy • Creative & Design Direction • Product / Program Vision, Definition, Planning & Execution • Experience Design & Production • XR / Real-Time / Interactive & Immersive Technology • Digital / Physical Production & Integration • Team Leadership • Cross-Functional Alignment • Business Development

TECHNICAL SKILLS

Apple Productivity Suite, Google Productivity Suite, Office365, Confluence, Jira, Gantt, Visual/Motion Design & Production, Real-time content rendering, Audio Production, Physical / digital interface design

SUPERPOWERS

Navigating Ambiguity • Cultivating Ingenuity • Simplifying Complexity • Making Magic

AWARDS

Alternative Exposure Award - Southern Exposure/Warhol Foundation, Electronic Cinema Commission - Volume Projects, Full Graduate Fellowship – Mills College, Research Fellowship - Qualcomm Institute/Cal-IT², Commission - Interferenze New Arts Festival, Artistic Achievement Award - UCSD

Hi! I'm Tana – a strategic designer and creative technologist with a 20-year track record developing culture-defining innovation. I build, lead, and empower cross-disciplinary teams to explore the edges of possibility and design new ways of shaping perception & the human experience. I thrive in collaborating with diverse perspectives to create work that brings people together. I've been fortunate to have worked with some of the world's most forward-thinking artists, brands, and cultural institutions.

I am currently working on MSG Sphere, and recently transitioned from defining the overarching experience strategy & design framework to leading the development of our real-time content tools. Previously, I led design and development with Obscura Digital, Gray Area, and Recombinant Media Labs.

I look forward to connecting with you and discussing what we can create together.

Warm regards,

EXPERIENCE

2021 - now

Sr. Director, Real-time Software, MSG Ventures; San Francisco, CA.

MSG Ventures is a team of engineers, inventors and strategists working to develop breakthrough entertainment technology for MSG Sphere and beyond.

- Lead design strategy for real-time content development at MSG Sphere
- Lead roadmap and development refinement sessions across management, engineers and creative teams
- Define a living, cohesive and scalable product development strategy for real-time content applications and infrastructure within the context of the larger Sphere software and content ecosystem
- Build and lead a team of software engineers, creative developers, technical artists, technical directors and related staff engaged in the creation of real-time content applications and infrastructure

2019 - 2021

Sr. Director, Experience Strategy & Design, Sphere Studios; San Francisco/Los Angeles, CA.

Featuring an iconic design, MSG Sphere venues will revolutionize the live experience, using cutting-edge technologies that enable the creation of immersive, multi-sensory environments that transport audiences and reinvent how a performer, speaker, show or event engages and connects with an audience.

- Develop strategic basis for all creative work, provide execution oversight to ensure alignment with strategic goals
- Build, lead, mentor, and motivate the creative team on all project work, supporting continual creative improvement and actively contribute to a culture of collaboration, innovation, and accountability
- Lead collaborative processes with multi-disciplinary teams; from conception to execution
- Provide a strong creative point of view and bring clarity to the design process
- Work closely with executive leadership to elevate our creative output

2016 - 2019

Associate Creative Director, Obscura Digital; San Francisco, CA.

For nearly two decades, Obscura partnered with pioneers, forward-thinking corporations, cultural dignitaries, and global changemakers to create awe-inspiring projects to illuminate, captivate, and inspire audiences around the world. Clients/Projects include AS+GG for AI Wasl Dubai Expo2020, Vornado – Art on theMart, Virgin, AT&T Performing Arts Center & Global HQ, Visa Skyline Projections, SF Travel, Qasr Al Hosn Festival Abu Dhabi, Li Ka Shing Foundation, and Representation Project.

- Lead the strategic creative development & design process, from pitch through completion
- Translated client goals into thoughtful, conceptual work that delivers on strategy and value
- Executed & presented high-level creative aspects of each project to guide the design team
- Guided and distilled research into usable documentation, references and guidelines
- Developed & executed strategic growth plan, working with C-Suite to stay in lockstep with strategic business development goals
- Participate in weekly business development meetings, providing insight and direction to help shape client engagement strategies

2003 - 2016

Independent Artist, Designer, Producer, and Creative Director, International

Concept development, design, and execution of digital & printed media, immersive installations and performances, interactive exhibits, websites, creative technology education programs, symposia, artist residencies, and more. Commissions/appearances: Biennial of the Americas, Mutek Festival (CAN), Decibel Festival (US), Transmediale Festival (DE), and Interferenze Festival (IT).

2012 - 2014

Experience Designer / Media Producer, Oakland Museum of California; Oakland, CA.

OMCA is an interdisciplinary museum dedicated to the art, history, and natural science of California.

- Produced bespoke interactive software, gallery-wide sound design, and multiple video projects
- Provided specification and sourcing for all media equipment and oversaw its installation
- Managed project proposals, budgets, timelines, and deliverables
- Established workflows and standards, improving consistency and quality of media assets museum wide
- Overhauled several aspects of the museum's existing digital media delivery and management tools, resulting in reduced operations costs and dependence on vendors

2010 - 2012

Co-Founder & Executive Director, Liminal Space; Oakland, CA.

A gallery and exhibition platform for cross-disciplinary collaborative experimentation, and the production and dissemination of visionary works and practices.

- Created and managed proposals – including scope, budgets, timelines, contracts, and deliverables
- Lead the design, development, and production of all brand and web assets
- Organized and managed logistics for all residencies, workshops, and events
- Conducted grant and project research

2008 - 2010

Director of Operations, Gray Area Foundation for The Arts; San Francisco, CA.

Gray Area Foundation for the Arts, Inc. is a 501(c)3 Non-Profit Organization supporting Art & Technology for Social Good. Artist I developed residencies & shows with include Camille Utterback, Aaron Koblin, Holly Herndon & Mat Dryhurst, Casey Reas, and Robert Hodgin.

- Co-designed, launched, and co-curated the organization's education, events & incubator programs
- Authored copy, proposals, and grants
- Designed and implemented the organizational infrastructure and brand strategy
- Created and managed event budgets, staff, and volunteers
- Worked with the Development Director to create and coordinate membership drive events which widely expanded the membership base

2004 - 2008

Associate Director, Recombinant Media Labs; San Francisco, CA.

RML is an immersive media research, development, and presentation space. Artist I developed residencies & shows with include Ryoji Ikeda, Carsten Nicolai, Yasunao Tone (Fluxus), Richard Devine, Semiconductor, Biosphere, Skoltz_Kolgen, Morton Subotnick, and Curtis Roads.

- Co-lead the design and operation of the immersive audio-visual production & presentation facility
- Engineered spatial media technology, developing custom spatial a/v control software
- Represented the organization internationally, and assisted in the development of several key partnerships with both commercial and cultural organizations

2006 - 2007

Studio & Label Manager, Asphodel, Ltd.; San Francisco, CA.

Founded in 1992, Asphodel was called "one of the ten record labels that matter" by Rolling Stone.

- Managed office and studio operations, hiring, staff schedules, web content and sales, and building maintenance
- Oversaw all aspects of CD and DVD design and production, acted as primary liaison for artists and distributors

2003 - 2004

Product Designer & Technical Writer, Immersive Media Research; San Diego, CA.

- Contributed to design and development of the Vortex Surround software suite, designed logos and graphics, and wrote product manuals