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# Jordan C. Parsons

jordancparsons.com

## Technology Production Director

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### Experience

#### Gensler / Technology Production Director + Technology Discipline Lead

June 2023 - PRESENT, NY, NY

Co-Lead of software and content production for Gensler DXD. Co-Lead of the Technology Discipline overseeing best practices, training, staffing, and other initiatives for all software developers in Gensler DXD. Overseeing technical design, production teams, and installation teams for software across multiple simultaneous interactive digital installations. Primary contributor to production project staffing, budgeting, and planning. Primary software point of contact for client communications and training. Guiding the development of systems and best practices for software development, software cost estimation, and project installation.

#### Gensler / Technology Production Lead

July 2021 - June 2023, NY, NY

Oversaw technical design, production, and installation of software across multiple simultaneous interactive digital installations. Contributor to production project staffing, budgeting, and planning. Software point of contact for client communications and training. Developed systems and best practices for software development, and software cost estimation.

#### Iontank / Technical Director

May 2019 - July 2021, Pittsburgh, PA

Oversaw design, production, and installation of all aspects of software and hardware across multiple simultaneous projects. Led a small team of developers to complete work on time and in complex circumstances. Participated in weekly senior management meetings with a focus on organization, personnel, and task management. Additionally acted as a full-time design and production asset, as well as completing assorted additional management responsibilities.

#### Iontank / Lead Developer

May 2015 - May 2019, Pittsburgh, PA

Principal software and hardware developer for multiple simultaneous projects. Projects consisted of a mix of software, custom electronics, and fabrication with a wide range of spatial and time constraints. Responsibilities include oversight and design of large scale interactive lighting displays, technical integration, PCB design and production, concept development, planning, budgeting, software development, and installation.

#### Antimodular Research / Digital Fabricator & Architect

May 2013 - May 2015, Montreal, QC

Digital Fabricator & researcher for artist Rafael Lozano-Hemmer. Design, fabrication, and installation of several interactive art pieces. Extensive fabrication, electronics design, and programming done both in office and on-site from concept to installation.

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### Education

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#### Carnegie Mellon University / B. Arch

2008 - 2013, Pittsburgh, PA

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## Projects

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### Jackie Robinson Museum / Gensler

January 2022 - August 2022

Multiple immersive museum interactives designed to educate visitors on the life and struggles of Jackie Robinson beyond the baseball field. Responsible for production budgeting, software architecture, leading development team, leading on site installation and training.

### Telecom Executive Briefing Center / Gensler

December 2021 - December 2022

This Executive Briefing Center for a confidential telecom client comprised 5 exhibits ranging from a infinity mirror LED ceiling hallway, a transparent LED encased server room, to an 20ft LED presentation wall. Responsible for production budgeting, software architecture, leading development team, leading on site installation and training.

### The Grove / Iontank

July 2017 - November 2018

The Grove represents the largest project undertaken at Iontank to date, comprising over 7 exhibits done for an executive briefing center in California. Projects included a 53' long hallway which responds to visitor motion; a set of three 14' diameter internally lit tree rings, and 1000 custom LED boards placed in a ceiling to simulate the night sky. These projects involved electronics, software, and digital fabrication all being closely integrated. Responsible for all electronics design, integration, planning, ordering, and software management. Involved in the projects from concept development to installation on site. Oversaw UL field inspection and certification.

### ZeroScan / Personal

April 2020 - Current

ZeroScan is a network service discovery tool for macOS and iOS on the App Store. It uses built-in API's to scan your network for devices broadcasting zeroconf (mDNS, DNS-SD, Bonjour) services. It was built to fill a common use case, learn Swift, and learn the App Store.

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## Skills

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**Project Management:** Technical Architecture, Production Budgeting, Problem Solving, Client Communications, Scheduling, InstaGantt, Asana, Smartsheets, Office

**Software Development:** TypeScript, Python, C++, Linux Development, C#, Java, Android, Unity, Grasshopper, C, Swift, Shell Scripting, Processing, openFrameworks, Javascript, Git, CI/CD, Unit Testing

**Fabrication:** 3-Axis CNC Mill, 3D Printing, Laser Engraver, Vacuformer, Woodworking, ABB IRB 4400 & IRB 1600 Industrial Robots, Rhino3D, Fusion360, Adobe Creative Suite

**Electronics:** PCB Design, Layout and Fabrication, Large Scale LED Control, Eagle, Soldering, Designing testing platforms, AVR, Arduino, Teensy, Beaglebone, Motor Control, Audio playback & amplification, project interfaces, Familiarity with I2C, SPI, CAN, RS485

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## Awards /

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**2022 - DSE Digital Signage Trends Webinar** - Webinar on the upcoming trends in digital signage and experience design.

## Talks /

**2019 - "Code & Fabrication"** - Abstractions II, Pittsburgh, PA - Conference talk on the intersection of software development and making.

## Workshops

**2017 - Digital to Physical** - Anderson Ranch. Week long workshop on grasshopper and digital fabrication

**2013** - Werner, Liss C. [En]Coding Architecture - the Book. Pittsburgh: CMU SoA, 2014.