

# LEFFIN CHRISTOPHER

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Creative technologist with a passion for innovation and a unique background in **Engineering, Design, and Data**. Leverages this skillset to craft engaging and interactive narratives in the physical and virtual world.

## SELECT PROJECTS

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### ...but words will echo in my soul | Dec 2023

- Created an interactive installation where viewers face a digital clone of themselves, using Machine Learning
- One of the featured artworks in Art, Design & AI exhibition hosted by **LG AI research & The New School**

### Palimpsest | May 2023

- Created an immersive performance installation, abstracting existential conversations into interactive threads
- Showcased in **Entropy, Parsons Thesis show, 2023** and **Follow The Machine show**

### QuantumTouch | May 2022

- Collaborated with IBM and TouchDesigner team to create an interactive illustration of Quantum Concepts
- Presented as the key project in **Quantum Jam, 2022** and used as a starter project for the jam by teams

### Human Condition | Dec 2021

- Interactive art installation tracking participants' bodies and motions into real-time digital avatar of words
- Showcased in **Parsons Art Media & Technology Moving Image Festival**

## PROFESSIONAL EXPERIENCE

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### Freelance Designer & Artist

May 2022 - Jan 2023

- Spearheaded the overhaul of a social media startup's **brand identity**, including logo and assets and design system
- Designed the layout and visual identity of a 76 page magazine, including cover page, typography and assets

### Product Lead | Elements Connect

Dec 2023 - current

- Led a cross-functional team to develop the platform, ensuring a **user-centric** and efficient development process
- Successfully launched a platform that streamlined a complex B2B process, **increasing transactions by 27%**

### Research Assistant & Teaching Assistant | Parsons School of Design

Oct 2021 - May 2023

- Assisted in teaching Machine Learning, providing support in understanding **regression, classifiers and clustering**
- Conducted research for Creative Coding in Python, contributing to the development of over 20 projects
- Collaborated with IBM and TouchDesigner team to create an interactive illustration of **Quantum Concepts**

### Risk Manager, Credit Risk Digital Tools | Citi

Jul 2017 - Aug 2021

- Pioneered one of Citi's first **blockchain** projects, the creation of a digital ledger for tracking 1200 risk strategies
- Developed a **custom AI model**, from the ground up, to comprehend regulatory policies and ensure compliance

## EDUCATION

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### Parsons School of Design | Masters in Design & Technology with Department Honors | 2021- 2023

Relevant courses- Computational Portraiture, Physicality of Machine Learning, Quantum Computing

### IIT Bombay | Bachelors in Aerospace Engineering with Minor in Industrial Design | 2013- 2017

Relevant courses- Data Analytics & Interpretation, High Performance Scientific Computing, Organizational Behavior

## SKILLS

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**Design-** Prototyping & Wireframing, A/B testing, Adobe Creative Suite, Tableau, Figma, AR, VR

**Leadership-** Agile Methodologies, Cross-Function Team Management, Digital Transformation

**Technical-** Excel, PowerPoint, Python, C++, C#, VBA, Big Data, AI, ML, Optimization, HTML/CSS/JavaScript, SQL