

# Patrick Snee

## *Creative Technologist*

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**I design and engineer immersive, interactive exhibitions for museums and brand environments.**

My expertise includes creative direction; experience, interface, and environmental design; and interactive software development. I collaborate with exhibition designers and developers, multimedia firms, and marketing and brand agencies.

As a former agency principal, I have a 360-degree understanding of the processes for creating effective, engaging visitor experiences, and I bring this holistic perspective to every project.

## **Professional Experience**

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### **Independent Consultant**

Creative Director, Designer, Multimedia Developer: 2017-Present

I work with a variety of partners and teams, in both creative and technical roles, to build state-of-the-art exhibition experiences. Recent projects include:

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| = Gateway: <i>The Deep Space Complex</i> , Kennedy Space Center | Experience and interface design           |
| = New Britain Museum of American Art                            | Digital strategy & UX design              |
| = The US Marshals Museum  | Experience design & software development  |
| = <i>Driven to Win</i> , The Henry Ford                         | Interface and motion design               |
| = Nokia Bell Labs Future X Emulator & Tech Wall                 | Interaction design & software development |
| = <i>Rightfully Hers</i> , National Archives                    | UX design & software development          |
| = Hempstead Lake State Park education center                    | UX, interface, and motion design          |

### **MNEMONIC**

Principal: 2017-Present

Through the MNEMONIC banner I engage in speculative research and design, and work directly with museums and brands to produce small exhibition projects, including:

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| = <i>Virtual Microbial Art Lab</i> , Liberty Science Center | Experience design & software development |
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### **Blue Telescope**

Executive Creative Director, Principal: 2000-2017

As co-founder and principal at Blue Telescope and its predecessor, Controlled Entropy Media, I led creative and technical teams on over 400 projects for museums, visitor centers, and corporate exhibits and events. I worked hands-on in

interaction design and multimedia authoring, while supervising in-house marketing, branding, and proposal development.

Project highlights include:

- = New York Hall of Science *Transmissions* interactive comic (online)
- = European Hematology Association / BMS Immuno-oncology exhibition (Copenhagen, Denmark)
- = Konya Science Center *Our Bodies* exhibit multimedia (Konya, Turkey)
- = Hewlett Packard Customer Welcome Center interactives (Palo Alto, CA)
- = Harvard Business School *Alumni Connect* networking experience (Cambridge, MA)
- = *Beyond Rubik's Cube* traveling exhibition Digital STEAM interactives (traveling internationally)
- = National Museum of Mathematics 12 math & geometry exhibits (New York, NY)
- = Ipsen Pharmaceuticals Phygital training simulators (traveling)
- = Caguas Science Center 13 sustainability interactives (Caguas, PR)
- = Barclay's Center Arena / Brooklyn Hospital *Keeping Brooklyn Healthy* immersive game (Brooklyn, NY)
- = Intrepid Sea, Air & Space Museum Digital history exhibits (New York, NY)

## Recent Publications and Presentations

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- = "Let's Play: Gamification," presented at ExhibitorLive, HCEA Annual Conference, 2016-2017
- = "Critique: The New Cooper Hewitt Experience," published in *Exhibition*, Spring 2016
- = "Technology Trends from Museums, Theme Parks, and Expos," presented at EventTech, 2016
- = "All Together Now: Fostering Creative Collaboration," presented at the AAM Annual Meeting, 2012

## Awards and Honors

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Over 100 industry awards as Creative Director and/or Design Lead, including:

- = C2A: Creative Communication Award *Virtual Microbial Art Lab*, Liberty Science Center, 2019
- = American Alliance of Museums: MUSE Award *Beyond Rubik's Cube*, 2015
- = SEGD: Global Design Award *This is NPR Lobby Interactive*, 2014
- = HOW Magazine: Interactive Design Award *Human Tree*, National Museum of Mathematics, 2013
- = ID Magazine: Annual Design Review *Kodak Digital Stream*, CES, 2010

## Education

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Brown University, BA with Honors in Semiotics / English and American Literature

## Volunteerism & Affiliations

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- = Brown Alumni Pride Association (2022-Present): Steering Committee, rebranding and social media strategy
- = *Exhibition: A Journal of Exhibition Theory & Practice* (2017-2021): Editorial Advisory Board
- = Long-term member of American Alliance of Museums, AAM LGBTQ+ Alliance, National Association for Museum Exhibition, Association of Science and Technology Centers, and Society for Experiential Graphic Design.