

## Summary

Award-winning media artist and user experience designer who uses tactile, performative interfaces to tell stories, and builds tools to help others do the same.

Creative Director of The Alliance for Networking Visual Culture, leading the design of *Scalar*, an open source tool for rich media scholarly publishing with over 10,000 registered users, and which received an Editor's Choice nod from PC Magazine.

Founder and Director of Opertoona, creating and publishing tactile storytelling apps like *Strange Rain* which have charted and exhibited internationally, collectively garnering over 500,000 downloads.

Internationally recognized creator and educator in the emerging field of digital and motion comics, and developer of *Panoply*, an authoring tool that combines the visual language of comics with the Unity game engine.

Designer and developer of eighteen internationally exhibited interactive multimedia essays in collaboration with leading humanities scholars, including the Webby-honored documentary *Public Secrets*, both independently and as Creative Director of the experimental academic journal *Vectors*.

Portfolio	<a href="http://erikloyer.com">erikloyer.com</a>
LinkedIn	<a href="https://www.linkedin.com/in/erikloyer">linkedin.com/in/erikloyer</a>
Company	<a href="http://opertoona.com">opertoona.com</a>

## Education

1993 BA, Cinema/Television Production, University of Southern California, Los Angeles

## Original Works

2015	<i>Strange Rain</i> , electronic literature app for Apple TV
2014	<i>Timeframing: The Art of Comics on Screens</i> , website <i>Space Into Game, Time Into Book: What Comics and Screens Do Together</i> , YouTube video
2013	<i>Breathing Room</i> , prototype artwork for Mac/PC using Leap Motion sensor
2011	<i>Languish</i> , prototype game for Android devices with 3D display

- 2010 *Strange Rain*, electronic literature app for iPad and iPhone
- 2009 *Ruben & Lullaby*, story-driven game for iPhone
- 2007 *Swing*, typographic performance prototype for Mac and Wii Remote
- 2005 *The Vector Space*, content visualization
- 2001 *Chroma*, serialized web narrative with interactive animation
- 1998 *The Lair of the Marrow Monkey*, web narrative with interactive animation
- 1996 *aug 6 1991*, multimedia artwork for Mac on CD-ROM

## Tools

- 2014- *Stepwise*, open source JavaScript and Unity framework for one-button performance of text and music
- 2011- *Panoply*, digital comics toolset for Unity game engine
- 2009- *Scalar*, open source publishing tool for media-rich scholarly works (Creative Director and Developer, for The Alliance for Networking Visual Culture)
- 2007 Slabtype Algorithm, text-fitting technique later adapted as a jQuery plugin

## Collaborations

- 2015 *Ascent From Akeron*, with Submarine Channel, digital comic
- 2013 *Totality for Kids*, with McKenzie Wark, non-fiction digital comic
- Freedom's Ring: King's "I Have a Dream" Speech*, with Evan Bissell, annotated web mural for the King Research Institute.
- 2012 *Upgrade Soul*, with Ezra Clayton Daniels, immersive graphic novel app for iPad and iPhone
- The Knotted Line*, with Evan Bissell, interactive multimedia web essay
- Critical Sections*, with Greg Smith, interactive multimedia web essay
- Technologies of History*, with Steve Anderson, interactive multimedia web essay
- 2010 *Blood Sugar*, with Sharon Daniel, interactive multimedia web documentary with Wii Remote support
- Precision Targets*, with Caren Kaplan, interactive multimedia web essay and digital comic
- 2008 *Viewfinder*, with Michael Naimark and additional collaborators, 3D photo location application
- 2007 *Blue Velvet: Re-dressing New Orleans in Katrina's Wake*, with David Theo Goldberg, interactive multimedia web essay
- Nation on the Move*, with Minoo Moallem, interactive multimedia web essay
- Public Secrets*, with Sharon Daniel, interactive multimedia web documentary

- 2006 *The Virtual Window Interactive*, with Anne Friedberg, interactive multimedia web essay  
*Cast-offs from the Golden Age*, with Melanie Swalwell, interactive multimedia web essay  
*Slavery's Ephemera*, with Judith Jackson Fossett, interactive multimedia web essay
- 2005 *Mobile Figures*, with David Lloyd, interactive multimedia web essay  
*WiFi.Bedouin*, with Julian Bleecker, interactive multimedia web essay  
*Narrating Bits*, with N. Katherine Hayles, interactive multimedia web essay  
*The Unmaking of Markets*, with Rebecca Emigh, interactive multimedia web essay

### Commissions

- 2011 *Big Cradle*, web artwork, by the San Francisco Museum of Modern Art  
2005 *Living and Active*, web artwork, by the Whitney Museum of American Art  
2002 *Hollowbound Book*, web artwork, by MIT Press  
*The persistence of hyperbole*, web artwork, by the Museum of Contemporary Art, Los Angeles
- 2001 *Chroma Dream*, web artwork, by The Labyrinth Project  
*Story Problem*, with poet Terri Ford, web artwork, by Born Magazine
- 1999 *Resisting the Epic*, web artwork, by The Labyrinth Project

### Professional Experience

- 2010-2008-2008- Creative Director, The Alliance for Networking Visual Culture  
Founder and Director, Opertoons interactive entertainment label  
Creative Director, *Vectors: Journal of Culture and Technology in a Dynamic Vernacular*
- 2007- Co-Founder and Director of User Experience, TunesMap
- 2005-2015 Founder and Director, Song New Creative interactive media design studio
- 2004-2008 Co-Creative Director, *Vectors: Journal of Culture and Technology in a Dynamic Vernacular*
- 2003-2006 Contract Interactive Developer, BMW Group DesignworksUSA  
2003-2005 Contract Director Developer, Media Men  
2004 Contract Information Architect, Digital Operations Management  
Contract Information Architect, Sapient
- 2003 Contract Flash Designer, Schematic  
Contract Shockwave Developer, Museum of Contemporary Art, Los Angeles  
Contract Interactive Designer, Goodby, Silverstein & Partners
- 2002 Contract Information Architect/Flash Developer, E-Poll

2001 Contract Interactive Writer/Designer, Wieden+Kennedy  
 1999-2000 Principal Information Architect, Razorfish  
 1998-1999 Creative Director, Razorfish  
 1997-1998 Creative Director, <tag> media  
 1997 Web Designer, <tag> media  
 1996-1998 Producer, Inscape  
 1996 Game Designer, Inscape  
 1994-1996 Interface Producer, Inscape  
 1993-1994 Videographic Designer, The Voyager Company  
 1993 Audio Editor, The Voyager Company

### Teaching Experience

2016 “Making Motion Comics with Panoply,” Workshop, Cal State University Northridge, for CultureHub and Seoul Institute of the Arts  
 2015 Motion Comics Workshop, Week-long workshop for Fumetto International Comics Festival, Lucerne  
 2008 Mentor, Producer’s Institute for New Media Technologies, Bay Area Video Coalition  
 “Creating Content for the Flash Platform,” Workshop, Adobe Connect and University of Southern California School of Cinematic Arts, Interactive Media Division  
 2004 Associate Professor, University of Southern California School of Cinema-Television, Interactive Media Division  
 2001 "Collaborating with the Computer," California Museum of Photography  
 2000 "Macromedia Director Lingo Workshop," Razorfish  
 1999 "Introduction to Web Graphics," American Film Institute  
 1998 "Introduction to Web Graphics," American Film Institute  
 "Internet for Musicians," L.A. Freewaves  
 1995 "Macromedia Director Workshop," L.A. Freewaves  
 1994 "Introduction to Lingo Programming in Macromedia Director," California Institute of the Arts

### Lectures and Panels

2015 “Storytelling in the Age of Divided Screens,” Gallaudet University  
 2014 “Space Into Game, Time Into Book,” Roundtable on New Technologies and the Future of the Humanities, City University of Hong Kong  
 2013 Panelist, “Motion Comics: Production Know-How,” Fantoche 11th International Animation Film Festival  
 “The Performative Page,” Visual Culture Lecture Series, University of Minnesota Duluth  
 2012 “Vectors, Scalar and Magic: Emerging Platforms for E-Lit Scholarship,” Electronic Literature Organization Conference

- “Gestures, Geographies, and Representations,” Electronic Literature Organization Conference
- 2010 “Interactive Storytelling Goes Indie,” panel at the IndieCade festival  
 “Feeling the Screen: Tactility and Emotion in the Digital Age,” USC Visions and Voices Lecture Series  
 “Digital Instrument-Making for the Humanities,” USC Digital Studies Symposium
- 2009 “New Media Documentary: Digital Art and Activism,” with Sharon Daniel, lecture for Women, Poverty and Globalization course, UC Berkeley  
 “Art, Music and Technology - An iPhone Showcase,” panel at the IndieCade festival  
 “Stories as Instruments,” UC Riverside Mellon Workshop on Affect, Technics and Ethics  
 “Music, Lyrics, and the Wii Remote: Creating ‘Swing,’” LA Flash User Group Meeting
- 2007 Panelist, “Designing for Convergence,” Design/Technology/Theory Panel Series Sponsored by Adobe, University of Southern California  
 “Seeking Eloquence in Interactive Space,” Interactive Media Division Forum, University of Southern California
- 2006 “Everything is Everything: Eloquence in the Digital Arts,” University of Wisconsin, Milwaukee
- 2005 Panelist, “Vectors and the Future of Academic Publishing,” Annenberg Center, USC 125<sup>th</sup> Anniversary Festival
- 2003 Panelist, New Media Art Event for Getty Journalism Fellows  
 “Musicality and Swing in New Media,” University of Southern California  
 “Evolution of My Perspective on Digital Media,” Scripps College
- 2002 “Representin’ Race in Contemporary Games,” Race in Digital Space Conference 2.0, Annenberg School for Communication  
 “Web vs. TV,” part of L.A. Freewaves’ panel series on creating a mass-media outlet for the arts  
 “Syncopation for Programmers,” Digital Dialogues, Art Center School of Design  
 “Syncopation for Programmers,” Computer Systems Lab Colloquium, Stanford University
- 2001 Guest Speaker, Theories of New Media Course, University of Southern California  
 Guest Speaker, Visiting Artist Series, University of California, Riverside
- 2000 “Compelling the Web Audience,” Digital Dialogues, Art Center School of Design  
 Guest Speaker, Visiting Artist Series, Claremont College
- 1999 “Resisting the Epic,” Interactive Frictions Conference, University of Southern California  
 Panelist, International Film Festival Rotterdam
- 1998 Panelist, Governor’s Conference on the Arts
- 1996 “Point of View and Self-Consciousness in Virtual Worlds,” Digital Dialogues, Art Center School of Design

- 1995 Guest Speaker, Interactive Narrative Course, University of Southern California  
 Panelist, L.A. Freewaves  
 Panelist, SIGGRAPH

### Selected Press/Publications

- 2014 *Digital Modernism: Making it New in New Media*, Jessica Pressman, includes extended analysis of *Chroma*.  
 “Martin Luther King’s historic words echo through modern-day digital media,” Andrew Good, USC News, Friday, January 17, 2014.
- 2013 *Phantasmal Media: An Approach to Imagination, Computation, and Expression*, D. Fox Harrell, includes extended analysis of *Blue Velvet*.  
 “Scalar Review & Rating,” William Fenton, PCMag.com, Thursday, May 30, 2013.
- 2012 “Sci-Fi Graphic Novel Upgrade Soul Redefines Comic Book Publishing,” Aldrin Calimlim, AppAdvice, Wednesday, October 31, 2012.  
 “Upgrade Soul - the graphic novel with a game engine,” Keith Stuart, Hookshot Inc., Thursday, June 14, 2012.  
 “Strange Rain and the Poetics of Motion and Touch,” Mark L. Sample, paper presented at the Modern Language Association annual conference.
- 2011 “Strange Rain: Download an App Store sensation,” Marc Saltzman, USA Today.com, Saturday, February 5, 2011.  
 “Strange Rain iPhone Review,” Levi Buchanan, IGN.com, Tuesday, January 25, 2011.  
 “The stormy intrigue of hit app ‘Strange Rain,’” Doug Gross, CNN.com, Monday, January 24, 2011.
- 2010 “‘Strange Rain’ iPad App: A Glimpse at Novels of the Future,” John Pavlus, Fast Co.Design, Tuesday, December 21, 2010.
- 2009 Featured App, *Best iPhone Apps*, O’Reilly Media  
 “Interactive Storytelling Must-Play List,” Emily Short, Emily Short’s Interactive Fiction, Tuesday, May 19, 2009  
 “An Improv Love Story,” Emily Short, GameSetWatch.com, Friday, January 30, 2009.  
 “iPhone lifts profile of on-the-go games,” Winda Benedetti, MSNBC.com, Friday, January 30, 2009.
- 2008 “A 3-D Viewfinder for a Shoebox of Digital Photos,” John Markoff, New York Times, Thursday, April 3, 2008.  
 “Q & A With Erik Loyer,” Steve Anderson, Adobe.com, November 22, 2007.
- 2004 “Nano Narrative: A Parable from Electronic Literature,” Jessica Pressman, essay in the book *Nanoculture*.
- 2003 “Kaye in Wonderland,” Komninos Zervos, Electronic Book Review, March 20, 2003.

- 2001 "Interview 2: Erik Loyer," Carlo Zanni, in the Electronic Magazine of the Centre international d'art contemporain de Montréal.
- 2001 "Driven by a Higher Calling, Not Dot-Com Dollars," Matthew Mirapaul, New York Times, Monday, December 24, 2001.
- "Beyond Hypertext: Novels With Interactive Animation," Matthew Mirapaul, New York Times, Monday, March 5, 2001.
- "The Tactile Mouse: Erik Loyer Rethinks Interactivity With Chroma," Steve Anderson, Res, Volume 4, Number 3.
- "Erik Loyer's Resistance," Marisa Olson, Rhizome.org, October 27, 2001.
- "The Eyeball: Playing in 'Living Structures,'" Jason Thompson, Streaming Media.com, August 20, 2001.
- 2000 "Erik Loyer: Beyond Point and Click," segment from *TV or Not TV*, three-part television special by L.A. Freewaves.
- "Erik Loyer: In the Monkey's Lair," Holly Willis, IFILM.com, June 2000.
- 1999 "Twenty-Five New Faces of Indie Film," Holly Willis, Filmmaker, Summer 1999.

### Exhibitions/Performances

- 2016 *Strange Rain*, Paraules Pixelades, La literatura a l'era digital, Barcelona, Spain
- 2014 *Strange Rain*, Poetic Codings, San Jose Institute of Contemporary Art, San Jose
- Upgrade Soul*, Fumetto International Comics Festival, Lucerne, Switzerland
- Upgrade Soul*, New Literature On and Between Screens, Cal State University San Marcos
- Breathing Room*, Pathfinders: 25 Years of Experimental Literary Art, MLA 2014 Convention, Chicago
- 2013 *Upgrade Soul*, IndieCade International Festival of Independent Games, Los Angeles
- Strange Rain*, Cherché le Texte, Paris, France
- Upgrade Soul*, Motion Comix, Fantoche 11th International Animation Film Festival, Baden, Switzerland
- Strange Rain*, Poetic Codings, Boston Cyberarts Gallery
- Strange Rain*, Electronic Literature Showcase, The Library of Congress, Washington DC
- Strange Rain*, App Gallery, Aarhus Center for Visual Art, Aarhus, Denmark
- Strange Rain* and *Upgrade Soul*, New Literature On and Between Screens, University of California San Diego
- Strange Rain* and *Upgrade Soul*, E-Lit Under the Stars, University of Southern California, Los Angeles
- Strange Rain*, Poetic Codings, Fellows of Contemporary Art, Los Angeles

- 2012 *The Knotted Line*, Avenues of Access: An Exhibit & Online Archive of New 'Born Digital' Literature, 128th MLA Convention, Boston  
*Critical Sections*, Electronic Literature Organization Media Art Show, Morgantown  
*Ruben & Lullaby* and *Strange Rain*, Electronic Literature Gallery Show, 127th MLA Convention, Seattle
- 2011 *Languish* and *Upgrade Soul*, IndieCade E3 Showcase, Los Angeles  
*Strange Rain*, Nextlevel Conference and Festival, Cologne, Germany  
*Languish*, IndieCade International Festival of Independent Games, Los Angeles  
*Strange Rain*, NOTGAMES FEST, Cologne Game Lab, Germany  
*Big Cradle*, SFMOMA Open Space blog
- 2009 *Ruben & Lullaby*, IndieCade International Festival of Independent Games, Los Angeles  
*Blood Sugar*, Visible Evidence 16, University of Southern California, Los Angeles  
*Ruben & Lullaby*, IndieCade SIGGRAPH Showcase, New Orleans  
*Ruben & Lullaby*, IndieCade E3 Showcase, Los Angeles  
*Ruben & Lullaby*, Independent Games Festival Mobile, San Francisco  
*Public Secrets* and *Blood Sugar*, Art | Sci Center, University of California, Los Angeles
- 2008 *Swing*, LAFlashapaloozastock III, Los Angeles  
*Blue Velvet: Re-Dressing New Orleans in Katrina's Wake*, Visionary Landscapes Media Art Show, Electronic Literature Organization Conference, Vancouver, Washington  
*Public Secrets*, Transmediale 2008
- 2006 *Cast-offs from the Golden Age*, Electrofringe, This is Not Art Festival, Newcastle, Australia
- 2005 *Living and Active*, ArtPort, Whitney Museum of American Art, New York  
*Story Problem*, Help Wanted: Collaborations in Art, Center on Contemporary Art, Seattle  
*The persistence of hyperbole*, Hypertemporality, University of Richmond Museums, Richmond
- 2004 *Chroma*, Hypertext: Explorations in Electronic Literature public reading series, UCLA Hammer Museum, Los Angeles
- 2003 *Chroma*, Xploding Cinema Exhibit, Seattle International Film Festival, Seattle  
*Chroma*, X|AniMate, X|Fest 2003, New York  
*Chroma*, CyberRhythms: Black Innovations in Technology, Museum of Science and Industry, Chicago
- 2002 *Chroma*, American Museum of the Moving Image, New York  
*Chroma*, Video-Zone, 1<sup>st</sup> Biennial of Video Art, Israel  
*Chroma*, Montreal International Festival of New Cinema and New Media, Montreal  
*Chroma*, SIGGRAPH 2002, San Antonio  
*Story Problem*, NEMO Music Showcase and Conference, Boston



- The persistence of hyperbole*, Digital Gallery, Museum of Contemporary Art, Los Angeles
- 2001 *Chroma*, Woodstock Film Festival, Woodstock  
*Chroma*, Electronic Language International Festival, Sao Paulo  
*Chroma*, Taos Talking Pictures Festival, Taos
- 2000 *Chroma Dream*, Dreamwaves Web site, The Labyrinth Project  
*The Lair of the Marrow Monkey*, San Francisco Museum of Modern Art, San Francisco  
*Chroma*, L.A. Freewaves Festival 7<sup>th</sup> Celebration of Experimental Media Arts, Los Angeles  
*The Lair of the Marrow Monkey*, Museo del Santo, Padua  
*The Lair of the Marrow Monkey*, espace Online Gallery, San Francisco Museum of Modern Art
- 1999 *The Lair of the Marrow Monkey*, Interactive Frictions Conference, Los Angeles
- 1998 *The Lair of the Marrow Monkey*, Taos Talking Pictures Festival, Taos  
*The Lair of the Marrow Monkey*, New Media Invision Awards, San Francisco  
*The Lair of the Marrow Monkey*, L.A. Freewaves Festival 6<sup>th</sup> Celebration of Experimental Media Arts, Los Angeles
- 1996 *aug 6 1991*, L.A. Freewaves Festival 5<sup>th</sup> Celebration of Experimental Media Arts, Los Angeles

### **Awards and Honors**

- 2013 *Upgrade Soul*, Finalist, IndieCade International Festival of Independent Games  
*Scalar*, Editor's Choice, PCMag.com
- 2012 *Critical Sections*, Jury's Choice Award, Electronic Literature Organization Media Art Show
- 2011 *Languish*, LG Mobile 3D Award, IndieCade International Festival of Independent Games  
*Strange Rain*, Editor's Choice, IGN.com
- 2010 *Blood Sugar*, Curator's Prize for Design, Map Open Space Competition, Finger Lakes Environmental Film Festival
- 2009 *Ruben & Lullaby*, Runner-Up, Mobile Puzzle Category, Casual Gameplay Best of '09  
*Ruben & Lullaby*, Official Selection, IndieCade International Festival of Independent Games  
*Ruben & Lullaby*, Finalist, Achievement in Art Category, 2nd Annual Independent Games Festival Mobile
- 2007 *Public Secrets*, Official Honoree, Activism Category, 11<sup>th</sup> Annual Webby Awards
- 2003 *Hollowbound Book*, California Design Biennial

- 2002      *Chroma*, CYBERLOUP / IPL Best Digital Creation Award, Montreal  
International Festival of New Cinema and New Media
- 1999      *The Lair of the Marrow Monkey*, Honorable Mention, Prix Ars Electronica  
Rockefeller Foundation Film/Video/Multimedia Fellowship  
*The Lair of the Marrow Monkey* added to the Permanent Collection of  
Architecture and Design, San Francisco Museum of Modern Art
- 1996      *The Lair of the Marrow Monkey*, New Media Invision Silver Award, Best  
Personal Web Site

### **Collections**

Museum of Contemporary Art, Los Angeles  
San Francisco Museum of Modern Art  
Whitney Museum of American Art

### **Advanced Degree Advisement**

Susana Ruiz, Ph.D. Candidate, USC Interdivisional Program in Media Arts and  
Practice  
Joshua Green, MFA Candidate, USC Interactive Media Division  
Erik Nelson, MFA Candidate, USC Interactive Media Division

### **Professional Service**

2012-      Literary Advisory Board, Electronic Literature Organization  
2001-2002      Board Member, L.A. Freewaves