

Johnny Tomasiello

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<http://www.hifidesign.net>

Professional:

2005-present	hifidesign, LLC (owner/operator)
New York, NY	<p>I am an award-winning visual effects artist, musician & producer based in New York City. I started my own company, hifidesign, as a freelance/consultant visual effects subcontractor boutique and am the owner and sole proprietor</p> <p>I have worked as a freelance/consultant with the visual effects houses and advertising agencies such as Brand New School, ODD, GPS, Taylor James, Click 3X, CHRLX, Eight VFX, Northern Lights Post, Switch FX, Riot, Red Car, and Quietman on ad campaigns for brands including Ikea, MTV, AT&T, GE, McDonalds, Nike, Visa, Chase, Nissan, Pizza Hut, Budweiser, Haagen-Daz, Doritos, Ritz, and much more. I was also one of the visual effects artists on Robert DiNero's film the comedian. Examples of my work and showreel can be found at http://www.hifidesign.net.</p> <p>I have been involved in other projects, showing my visual work in galleries and film festivals earning numerous awards and distinctions.</p> <p>As a visual effects artist, I have used Autodesk Flame, and the Adobe suite, as well as many other third party software packages and plugins for special use cases like video restoration, tracking, and color correction.</p> <p>I have been responsible for overseeing entire multimillion dollar projects, from bidding to set management and supervision, as well as editing, compositing, finishing and audio production.</p>
1997-present	soul7.nyc (owner/operator)
New York, NY	<p>My company soul7 is the audio division of hifidesign, under which I write, record, perform and license original music.</p> <p>My original music has been licensed by MTV, VH1, Comedy Central and Showtime, among others, and has appeared in many of those networks original and syndicated series.</p> <p>I am continuously working on new material for independent release and performance as well as research based projects (such as my brainwave to music translation software) and gallery events.</p>

Academic:

2002-2003

New York, NY

New York University

Master of Science in Digital Imaging and Design

Thesis: *The Contemporary Interpretation of Mythological Themes*

1992-1996

New Brunswick, NJ

Rutgers University

Bachelor of Science in Psychophysics

4-year research grant at The University of Medicine and Dentistry of New Jersey

Thesis: *Music and its Effects on Human Physiology*

1992-1994

Lincroft, NJ

Brookdale Community College

Electronic music composition and production program,
concurrent with study at Rutgers

Thesis: *The Historical Musicology of Contemporary Electronic Composition (post 1970)*

1991-1992

Baltimore, MD

Maryland Institute, College of Art

Fine art foundation

Emphasis: painting

Awards and Honors:

2022

Compositing work on the Clio Award winning commercial *Redraw Your World* for Cartoon Network.

Lectured at NYU on his EEG music translation software and published work *Moving Towards Synchrony, a Brainwave to Music Translation System*.

Exhibition of the series of audio & visual works *Cities Blocks*, in collaboration with the artist Samia Halaby, at gallery in Oslo, Norway

Release of a collection of solo experimental and improvisational electronic music titled *Chaos, Dusk, & Parallels*. The material was performed and produced by me using software the I wrote specifically for the project.

Lectured at IRCAM, Paris on his EEG music translation software and published work *A System for the Synchronous Emergence of Music Derived from Movement*.

2021	<p>Publication of <i>Moving Towards Synchrony, a Brainwave to Music Translation System in Performance</i> on Backslash.lit</p> <p>Lectured at IRCAM, Paris on his EEG music translation software and published work <i>Moving Towards Synchrony</i>.</p> <p>Accepted to the New York University Master of Music in Music Technology.</p> <p>Created a collection of original interactive recordings with his custom software and physiological interface.</p> <p>Produced and performed an original score for the short the film <i>101312</i>.</p>
2020	<p>Awarded Max 8 Certification</p> <p>Consulted with Interaxon on the use and features on their Muse EEG capture software.</p> <p>Completed EEG data capture software</p> <p>Performing artist residency at Tsunami Bass, in Brooklyn, NY.</p>
2019	<p>Produced and performed original music licensed to MTV, VH1, Showtime, Amazon and Viacom.</p> <p>Completed VFX for Robert De Niro's film <i>The Comedian</i>.</p>
2018	<p>Completed first hardware/physiological interface prototype</p> <p>"2018 Official Selection" from the Manchester Film Festival for <i>Peroration 6 VR: Immersive Music Experience</i></p>
2017	<p>Supported design and implementation of custom hardware and software for VR applications.</p> <p>Completed Virtual Reality music video <i>Peroration Six</i> by Floating Points.</p>
2016	<p>Earned "Official Selection" from The Future of Storytelling, The Manchester Film Festival, The Vancouver YVRFF, and the Raindance Film Festival for <i>Peroration Six</i></p>
2015	<p>Awarded Autodesk Flame Premium Level 3 Certification</p>
2005-2014	<p>Launched and maintained hifidesign, LLC, a visual effects and live visual performance company</p> <p>Teaching technology classes at the local nonprofit organization (NPO) The Native Bean. Classes included music composition/production, filming, editing and compositing, and web design</p>

2004	Awarded "VFX Short of the Year", for <i>One Little Fish Named Yo!</i> from The New Orleans Canal Street Projection Project
	Awarded "Work that Stretches the Limits of Design to Create 3D Work with 2D Tools", for <i>Samurai</i> illustration from pluginz.com (toolfarm)
2003	Completed Master of Science in Digital Imaging and Design
2000-2003	Curated and hosted weekly live radio broadcast and performance on Princeton University's WPRB 103.3
1997-2001	Continued commercial music composition, licensing, recording and performance
1996	First commercial publishing of original music for Liquid Sky, NYC
	First commercial licensing of music for Showtime, MTV, VH1 and Comedy Central.
1995	Awarded 4-year research grant at University of Medicine and Dentistry of New Jersey to study the physiological effects of musical stimuli

hifidesign LLC, my freelance/consultant visual effects subcontractor boutique company:
 Here, you will find my showreel, some recent commercial projects, artworks and designs, and links to my music.
<http://www.hifidesign.net/>

hifidesign Showreel
 This is a direct link to my showreel
<https://vimeo.com/247840350>

Press: **CLIO**

Compositing work on the Clio Award winning commercial *Redraw Your World* for Cartoon Network.
<https://clios.com/entertainment/winner/television-series-video-promo-mixed-campaign/cartoon-network/redraw-your-world-campaign-123545>

Rolling Stone

<https://www.rollingstone.com/music/music-news/nandi-bushell-cartoon-network-redraw-your-world-1245656/>
 Article on the Cartoon Network TV spot I worked on.

Ad Week

<https://www.adweek.com/brand-marketing/carls-jr-and-matthew-mcconaughey-skip-the-sex-appeal-and-go-straight-to-the-bacon-in-new-ads/>
 Article on the Carl's Jr. TV spot I worked on.

IMDb profile

This includes work I've done for film (including the Robert DiNero film *The Comedian*) and soundtrack/composition work.
https://www.imdb.com/name/nm1762351/?ref_=fn_al_nm_1

LinkedIn profile

<https://www.linkedin.com/in/johnnytomasello/>

Creative works

Here, you will find my links and descriptions of some of my fine artworks and artist-research works.

<http://www.hifidesign.net/cw/>