Ivan Franco

R&D Director and Interaction Designer

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PROFILE

R&D director with 10+ years of experience in research, development and strategic management of interactive products and technologies. Clients and partners such as Coca-Cola, Adidas, Santander, Microsoft, ESA, Dell, JCDecaux, BBC and IDEO. Recognized thought-leader in human-computer interaction and audiovisual technologies.

EXPERTISE

- Human-computer interaction (HCI), user experience (UX), augmented reality (AR), virtual reality (VR), audio and interactive installations.
- R&D management (strategic, technical and operational).
- Design thinking: ideation, prototyping and product development.
- Entrepreneurship, capital raising and team management.
- Intellectual property, licensing and partnerships.
- Worked across teams with Production, Marketing and VPs.
- Excellent communicator and consultant.
- Technical skills: C/C++, Python, Javascript, Node.js, shell, Unity, Max, PD, SuperCollider, CAD/CAM, Linux, microcontrollers and embedded systems.

ACHIEVEMENTS

- R&D director and principal technologist for award-winning company YDreams.
- PhD in music technology.
- Peer-reviewed publishing and co-inventor of several patents.
- Business development in Europe and US (Silicon Valley).
- Participation in VC and IPO operations for YDreams and its spin-offs.
- Winner of Best Tech Demo at the Augmented Reality Expo 2010 (ARE 2010).
- Guest Speaker at ISE DOOH, TEDx, EComm, OFFF, SXSW, ARE, Screenmedia Expo, Berklee College of Music, IBM, NIME, Art Futura, Zeppelin Festival and many others.
- Winner of several awards and scholarships, including the 2010 Personality of the Year Award by the Portuguese Association for the Promotion of Multimedia and Digital Society.

WORK EXPERIENCE

2014 - Present / Lecturer and Associate Researcher / McGill University

- Research and development of digital musical instruments using embedded computing.
- Creator and principal developer of [Prynth](), an open source hardware and software framework with hundreds of users.
- Lecturer in New Media Production, teaching DSP and interactivity implemented in Max.

2002 - 2013 / R&D Director / YDreams

- Joined the startup company to work on design thinking and the creative use of interactive audiovisual systems and user interfaces.
- Attracted €8M in capital investment, growing the startup from 10 people to 160, with operations in Portugal, Brazil, US, Spain and China.
- Led all technical and strategic management of R&D in the company, managing a yearly budget of around €1M and a team of 25+ researchers and managers.
- Built an IP portfolio with several patents and trademarks used in our products and licensed to partners.
- Worked with VPs, Marketing and Production to ensure continuous innovation of products and services.
- Worked on spin-offs, creating business plans, raising VC capital and participating in IPO operations ([YDreams Global](), [Ynvisible]()).

2001 - 2002 / Lecturer and Researcher / Pompeu Fabra University

- Development of interactive music systems.
- Lecturer in Music composition and production.

EDUCATION

- PhD in Music Technology (McGill University).
- Master in Digital Arts (Pompeu Fabra University).
- BSc in Engineering (New University of Lisbon).