

# Casondra Sobieralski

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## Academic Positions

- AY 2023-2025 **Visiting Associate Teaching Professor** (2/3 time)  
Art, Media, and Design  
Northeastern University, Mills College campus  
Oakland, California
- AY 2023-2025 **Lecturer**  
Digital Media Arts  
San Francisco State University  
San Francisco, California
- AY 2022-2023 **Adjunct II Professor, Spring**  
Interaction Design  
California Collage of the Arts  
San Francisco, California
- AY 2012-2013 **Visiting Assistant Professor**  
Media Arts and Cultural Technology  
New Mexico Highlands University;  
Las Vegas, New Mexico

## Education

- 2016-2022 **PhD, Film and Digital Media**  
University of California, Santa Cruz  
Areas of specialization: immersive experiences and embodiment,  
intra-action design, cyber-archaeology, sound studies
- 2002-2005 **MFA in Conceptual and Information Arts**  
San Francisco State University, San Francisco, CA  
Areas of specialization: multi-projector documentary video installation,  
non-linear narratives and spatial storytelling, life-art performance
- 1989-1993 **BA in Art History**, minors in Art, English  
University of Pittsburgh, Pittsburgh, PA  
Pennsylvania State University, State College, PA  
Areas of specialization: Modernism and Postmodernism in the US and Europe,  
Art between the wars in Europe, painting, sculpture, installation

## Teaching Awards

- 2023 San Francisco State University Center for Equity and Excellence in Teaching and Learning (CEETL) Honors for leading Digital Media students in AI-driven Conceptual Art projects and debate
- 2024 San Francisco State University CEETL Award for leading Digital Media students in work with Augmented Reality

## Print Publications

- 2023 Sobieralski, Casandra. "Cult and Copper: A VR Game Exploring the Intangible Heritage of Copper Smelting." In *And in Length of Days Understanding (Job 12:12). Interdisciplinary Contributions to Archaeology Series*, edited by Erez Ben-Yosef and Ian Jones, 1723–1752. Cham: Springer Press, [https://doi.org/10.1007/978-3-031-27330-8\\_73](https://doi.org/10.1007/978-3-031-27330-8_73).
- 2003 Cain, Kevin, Casandra Sobieralski and Philippe Martinez. "Reconstructing a Colossus of Ramesses II from Laser Scan Data." In *SIGGRAPH '03*. New York: Association for Computing Machinery, 2003, <https://doi.org/10.1145/965400.965514>.

## Collaborative Digital Heritage Projects/Born-Digital Publications

- 2017-2022 **"Cult and Copper/Birth from Fire" Cyber-archaeology VR Game, Dissertation Project**, Israel, Cyprus; Santa Cruz and Santa Clara, California  
Directed UC engineering graduate students to realize a playable prototype of my concept design, narrative design, and interaction design based on three years of archaeology, cyber-archaeology, media archaeology, immersion studies, and HCI research. This meditative game created an embodied simulation of the intangible heritage of Bronze Age copper smelting via a breath interface to establish the relationship between copper smelting, shamanism, and goddess cults in the ancient Levant
- 2007 **"Remixing Catalhöyük,"** a virtual archaeology project in Second Life led by Professor Ruth Tringham, UC Berkeley Anthropology, Berkeley, CA  
Participated in creating a data-driven digital reconstruction, situated in Second Life, of a Neolithic settlement in Turkey. My contributions included sorting through archival excavation videos to site-specifically situate them in the Second Life village, and creating a video piece from the archaeology department's archival footage and photos for our "in world" lecture series and film festival, which was attended by archaeologists from all over the world.
- 2004-2005 **Ramesseum Scholarly Website**, Luxor Egypt and San Francisco, CA  
Under the auspices of the French Archaeological Mission/CNRS and working with the digital heritage nonprofit INSIGHT, I contributed to an Arab-Franco-American web initiative about the administrative temple of Ramesses II. My

roles included directing, shooting, and editing videos with French archaeologists at the Ramesseum including Dr. Christian LeBlanc and Dr. Monique Nelson, and translating the videos into English. This project was funded by the Strabon European Heritage Foundation.

2002-2003 **3D Visualization of the Temple of Ramesses II**, Luxor, Egypt and Emeryville, CA  
Under the auspices of the French Archaeological Mission/CNRS and working with the digital heritage nonprofit INSIGHT, my roles included long-range and short-range 3D laser scanning, data registration, and data cleaning in Maya.

2001-2002 **3D Visualization of the Tomb of Ramesses II**, Luxor, Egypt and Emeryville, CA  
Under the auspices of the French Archaeological Mission/CNRS and working with the digital heritage nonprofit INSIGHT, my roles included long-range 3D laser scanning, data registration, and data cleaning in Maya.

## Selected Talks, Media, and Conference Presentations

2024 **KGUA Public Radio interview** about “Atargatis’s Siren” and “Cult and Copper” projects in relation to ecology, with host Leigh Anne Lindsey  
Sea Ranch, California (Mendocino County), November 14

2024 **“But is it Art? Exploring AI Image Generators with Design Students.”**  
Invited speaker for “Meeting the Moment: Using AI in the Classroom,” hosted by San Francisco State University’s Center for Equity and Excellence in Teaching and Learning, San Francisco, CA

2022 **“Cult and Copper: Intra-Actions from the Bronze Age to A-Life.”**  
Invited Keynote Speaker, Digital Scholarship Symposium, UC Santa Cruz, Santa Cruz, CA

2018 **“Mapping Hathor Through Canaan.”** Invited speaker to “Digital Humanities, Egyptology & Heritage Preservation, A Comparative Perspective,” UC Berkeley Phoebe Hearst Museum of Anthropology, Berkeley, CA

**“Mapping Hathor Through Canaan.”** Invited speaker to MARVEL (Mixed & Augmented Reality & Virtual Environments Lab), University of Bath, England

2017 Digital Archaeology Demo Showcase, **“Contributions to Central Timna Valley Project of Tel Aviv University.”** ASOR (American Schools of Oriental Research) Annual Meeting, Boston, MA

**“Formulating Methods and Processes in Archaeoacoustics.”** Theoretical Archaeology Group, Toronto, Canada

**“Archaeoacoustics Research at the Hathor Sanctuary, Timna Park.”** Informal research presentation at The Interuniversity Institute for Marine Sciences, Eilat, Israel

- 2012 **“Video for Heritage and Humanities.”** Invited speaker to New Mexico Association of Museums Annual Meeting, Albuquerque, NM
- “Google Fusion for Archaeology.”** Invited speaker to New Mexico Association of Museums Annual Meeting, Albuquerque, NM
- 2010 **“Locative Media for Digital Heritage?”** ECAI (Electronic Cultural Atlas Initiative) Pacific Neighborhood Consortium Meeting, City University of Hong Kong, China
- 2003 **“Reconstructing a Colossus of Ramesses II from Laser Scan Data”** (with Kevin Cain and Philippe Martinez), SIGGRAPH 2003, San Diego, CA
- 2002 **“Reconstructing a Colossus of Ramesses II from Laser Scan Data”** (with Kevin Cain and Philippe Martinez), L’Association Pour La Sauvegarde du Ramesseum, Paris, France

## Selected Exhibitions, Residencies, Web-Based and Performance Pieces

- 2024 **“Atargatis’s Siren.”** San Francisco State University Faculty Show. Experimental documentary video with AI generated mermaids added.
- 2019 **“Sonic Atmospheres: World War II Batteries Marin Headlands”**  
Sound map in Google Earth.
- 2015 **“Hieros Gamos.”** Skopelos Foundation for the Arts, Skopelos, Greece.  
Video installation for a group show in Skopelos, produced during a two-week residency.
- 2008 **“The Ghosts of Seneca Falls.” Women’s Rights National Historic Park, NY.**  
Conceptualized, produced, edited, and directed 14 actors in a site-specific 3-projector video installation honoring the launch of First Wave feminism (1948) in the US.
- 2006 **“Luxor-Qurna Diaries.”** Berkeley International Small Film Festival, Berkeley Art Center, Berkeley, CA. Documentary video Installation.
- “Astarte’s Scream.”** Epic Arts, Berkeley, CA. Produced interactive performance geared towards mutual understanding and conflict resolution during the Israel-Lebanon War.
- 2005 **“Luxor-Qurna Diaries.”** Martin Wong Gallery, San Francisco State University, San Francisco, CA. Documentary video Installation, MFA show.
- 2004 **“A-Bomb Explosions”** and **“V2 Fuses 1,2.”** StartSOMA Gallery, San Francisco, CA.  
Experimental documentary videos about World War II.
- 2003 **“Patricia Silver’s Stories.”** Martin Wong Gallery, San Francisco State University, San Francisco, CA. Documentary video Installation about a San Francisco woman’s harrowing experiences during the McCarthy Era.

- 2003 **“Welcome to Alaska,”** a mapped sonic web narrative about Luxor and Cairo.
- 2002 **“Fleet Week Peace Action.”** San Francisco, CA. Interactive life-art performance.
- 2002 **“Making Friends.”** San Francisco, CA. Interactive activist life-art performance.

## Grants and Fellowships

- 2022 Florence French Scholarship
- 2021 UCSC Film and Digital Media Summer Research Funds (for dissertation writing)
- Florence French Scholarship
- 2020 UCSC Film and Digital Media Summer Research Funds (for dissertation writing)
- UCSC Film and Digital Media International Travel Grant
- Florence French Scholarship
- 2019 UCSC Film and Digital Media Summer Research Funds (for research in Israel and Cyprus)
- UCSC Graduate Student Association domestic travel award for research
- Florence French Scholarship
- 2018 Social Science Research Council (SSRC)/Mellon Foundation Fellowship
- UCSC Graduate Student Association domestic travel award for research
- Florence French Scholarship
- 2017 Included on National Science Foundation funds for UCSC Professor Adina Paytan’s International Research for Students (IRES) grant, which covered two months of research in Israel to collaborate with archaeologists Dr. Erez Ben-Yosef from Tel Aviv University and Dr. Beverly Goodman at University of Haifa
- Florence French scholarship
- 2016 University of California Regents Fellowship
- 2008 Puffin Foundation grant

## Service to Academic Departments

- 2023-2024      Assisted with developing a Book Arts minor, a historic legacy of Mills College; assisted Co-Op Program with establishing Bay Area company/organization contacts for students' required experiential learning credits; assisted Boston campus with identifying Bay Area adjunct professors at this new campus location.  
**Northeastern University, Mills College campus, Oakland, CA**
- 2012-2013      Faculty Advisor to the Media Club.  
**New Mexico Highlands University, Las Vegas, NM**
- 2013              Organized *Lunafest* women's film festival on campus and for the university and local communities as a Breast Cancer Fund benefit.  
**New Mexico Highlands University, Las Vegas, NM**
- 2012              Wrote and obtained a multi-disciplinary grant (Media Studies, Feminist Studies, Anthropology) grant to bring documentary filmmaker Maureen Gosling to campus; organized lectures, dinners, workshops, did PR and oversaw budget for her two-week visit.  
**New Mexico Highlands University, Las Vegas, NM**

## Service to Field or Discipline

### Boards of Directors

- 2020-present    **Absolute Time Productions** (formerly San Francisco Stage and Film), President  
Devoted to new script development by underrepresented voices.
- 2007-2015      **Lunafest Film Selection Committee**  
Lunafest is a film festival of work by, for and about women, sponsored by Clif Bar and the Breast Cancer Fund. <https://www.lunafest.org/>
- 2001-2012      **INSIGHT, a nonprofit digital heritage organization**  
devoted to preserving the past using the tools and techniques of the future.  
<http://www.insightdigital.org/>
- 2007-2008      **San Francisco Stage and Film**, Vice President  
Devoted to new script development by underrepresented voices.

### Volunteer Work

- 1996              **San Francisco Museum of Modern Art Multimedia Lab**  
Assisted with administrative and production tasks for museum's educational programs "Making Sense of Modern Art" and "Voices and Images."

## Research Interests

Immersive environments (VR, AR, MR, sound art, video installation)  
Experimental documentary forms (VR/AR, video, games)  
Cyber-archaeology/Digital Heritage  
Media Archaeology  
Redefining interaction design as intra-action design  
Posthumanist design  
Sound Studies, especially where sound meets touch in space  
Near Eastern archaeology  
History of the American West  
Excavating women's buried histories  
Speculative design futures drawing on inspiration from the past

## Teaching Interests

Designing and storytelling for immersive environments  
Design and multisensory storytelling for cyber-archaeology/digital heritage  
Information architecture/design for digital humanities  
Interaction design  
Sound Studies  
Documentary film  
Video Production  
Media Archaeology  
Art History—Modernism and Postmodernism  
Studio Arts—New Genres, performance, drawing, painting, sculpture, video installation

## Courses Taught as Instructor of Record

Spring 2025    Introduction to Digital Media Arts  
                  At San Francisco State University, San Francisco, CA

                  Design: Process + Practices Lecture  
                  Design: Process + Practices Studio (3 sections)  
                  At Northeastern University, Mills College campus, Oakland, CA

Fall 2024     Introduction to Digital Media Arts: Spatial Strategies (for Art majors only)  
                  Video Art (for Art Majors only)  
                  At San Francisco State University, San Francisco, CA

                  Design Perspectives Lecture  
                  Design Perspectives Seminar  
                  Elements of Visual Composition (2 sections)  
                  At Northeastern University, Mills College campus, Oakland, CA

- Spring 2024 Introduction to Digital Media Arts (2 sections)  
At San Francisco State University, San Francisco, CA
- Design: Process + Practices  
Color and Composition  
At Northeastern University, Mills College campus, Oakland, CA
- Fall 2023 Introduction to Digital Media Arts (open to all majors)  
Introduction to Digital Media Arts: Spatial Strategies (for Art majors only)  
At San Francisco State University, San Francisco, CA
- Spring 2023 Introduction to Interaction Design  
At California College of the Arts, San Francisco, CA
- Introduction to Digital Media Arts (open to all majors)  
At San Francisco State University, San Francisco, CA
- Spring 2013 History of Motion Pictures  
Visual Concepts  
Web Design (focus on aesthetics and information architecture)  
Advanced Research Projects  
At New Mexico Highlands University, Las Vegas, NM
- Fall 2012 History of Motion Pictures  
Introduction to Videography  
Web Production Workshop (focus on basic code)  
At New Mexico Highlands University, Las Vegas, NM
- Spring 2005 Digital Documentaries  
Community Education  
At San Francisco Art Institute, San Francisco, CA

## Additional Employment

### Information Design Projects

- 2023 **University of California, Berkeley, Office of Sustainability (summer project)**  
Drafted white paper and created content for Berkeley Clean Energy Campus project website.  
Implemented content updates to the 2014 Drupal site I created.
- 2018 **University of California, Berkeley, Office of Sustainability**  
Implemented redesign updates to the 2014 Drupal site I created.
- 2014-2016 **University of California, Berkeley, Bancroft Library**  
Designed information architecture, user experience, and graphics, plus conducted user testing, for specialty library website.

Project managed the coordination of 3 special collections centers as primary stakeholders in this effort: The Center for Tebtunis Papyri, The Mark Twain Papers, and The Oral History Center.

\*2007-2014 **University of California Berkeley, Institute of Business and Economics Research**  
Project managed research teams in the design of Dreamweaver and WordPress websites for this ORU (organized research unit) and its 10 research centers.  
Designed and wrote fundraising materials using InDesign, securing IBER's largest donation ever.

2014 **University of California, Berkeley, Center for African Studies**  
Created visual design, information architecture, and user experience design for the center's new website. Worked with a Drupal programmer and content area specialist.

2014 **University of California, Berkeley, Office of Sustainability**  
Led an information architecture overhaul combining 5 static sites into 1 streamlined dynamic Drupal site.

2010-2012 **University of California, Berkeley, Center for African Studies**  
**"Understanding the Horn of Africa"**  
Designed user experiences, graphics, and produced content videos for a Drupal-based web projects to serve researchers, educators, and the U.S. Department of State. Translated between content specialists and Drupal programmers. This project was funded by the U.S. Department of Education.

2009 **University of California, Berkeley, Center for African Studies**  
**"Understanding Sudan"**  
Updated visual, navigation, user interface, graphic design, and created content videos for this web project to serve researchers and educators. Funded by the U.S. Department of Education.

2009 **University of California, Berkeley, Office of Sustainability**  
Led information architecture redesigns for multiple center sites and created content videos.

### **Teaching in the Community**

2016-2022 **Teaching Assistant, UCSC Film & Digital Media and History, Santa Cruz, CA**  
Introduction to Film; Film Theory; Experimental Film; Documentary Film;  
American Film 1960-Present; 1970s Cinema; Video Games as Visual Culture;  
Media Theory, International Cinema, Film Noir, Film and the Holocaust, History of Espionage, American History, Women and Gender in Ancient Egypt, Ancient Thebes: City and Temple

2013-2014 **Harvey Milk Center for the Arts (San Francisco Parks & Recreation), CA**  
Taught digital storytelling to youth.

2005 **San Francisco Art Institute Extension Education, San Francisco, CA**  
Designed the curriculum for, and taught, a 36-hour adult course, *Digital Documentaries*.

2005-2009 **University of California, Berkeley**  
**Associated Students of the University of California (ASUC), Berkeley, CA**  
Designed the curriculum for, and taught, teen video production intensive using Final Cut Pro.

2003-2004 **Bay Area Discovery Museum, Sausalito, CA**  
While completing my MFA, developed an interdisciplinary curriculum for the Digital Media Clubhouse, taught digital media to children ages 6-10.

### **Administrative**

2005-2007 **Executive Assistant Judah L. Magnes Museum, Berkeley, CA**  
Assistant to the director, liaison to the 29-member Board of Directors, liaison to consultants for capital campaign.

2000-2002 **Program Representative, Center for Middle Eastern Studies, University of California, Berkeley, CA**  
Managed 3 research grant funds and grant distributions for faculty and graduate students, managed 2 undergraduate administrative assistants, composed grant proposals, prepared US Department of Education reports, assisted in managing a budget of 8 accounts, planned conferences and receptions.

1997-1999 **HANG Gallery, San Francisco, CA**  
Exhibiting work by local emerging artists, voted number one art gallery by the people of the San Francisco Bay Area. "Co-op style" we rotated responsibilities for curating shows, sales, press releases, and organizing events; I was also responsible for writing artists' biographies, providing content for the website, overseeing inventory and database management using ArtSystems.

### Languages Skills

French (intermediate reading, beginner speaking)

Arabic (beginner reading, beginner speaking)