

Alexander Hays

811 Sherbrook Dr. Richardson, TX 75080

408 634 2453 || alexhays@gmail.com || <http://www.alexhays.com>

Profile

Formally attended the University of Texas at Dallas, completing a Master of Arts in Emerging Media and Communication. My studies focused on network theory and new media technologies. The Internet is the defining technology of this era as it is restructuring many aspects of our social realm.

I have worked with associates at UT-Dallas to create several web-based experiments. These experiments helped us understand and explore this new communicative space. We analysed various social media platforms to learn how information is disseminated through peoples networks. The successes of these experiments have been applicable to social media techniques employed for my positions at Radio UTD and The Mercury.

Skills / Knowledge Overview

- Social Media Editing
- Newspaper Blogging
- Technical Support
- Video Interviewing
- Maintained Radio Stations Live Stream
- Photography
- Created Digital Distribution System
- Layout / Design (Web or Print)
- Systems Administration
- Interpersonal Skills
- Networking Theory Knowledge
- Cofounded Art Collective
- Self-Confidence
- Quick Thinking & Negotiation

Computer Skills

- Adobe CS5 Suite (Photoshop, InDesign, Fireworks, Illustrator, Dreamweaver)
- Web Design (Proficient: HTML, CSS, PHP/MySQL, Wordpress. Adequate: Javascript/JQuery)
- Final Cut Pro (Video Editing)
- Soundtrack Pro (Audio Engineering)
- Microsoft Office & Keynote
- Photography (Digital SLR, 35mm film)

Employment

Radio UTD (January 2009 - December 2011)

Systems Administrator

- Set up a radio studio with professional board and microphones.
- Kept the radio stations stream & website up and running.
- Entered the position when RadioUTD had switched servers, spent time debugging the system and tracking down errors that arose.
- Created a digital distribution systems so DJs can access new music from home (using PHP/MySQL/Javascript/JQuery).
- Member of the executive committee that planned and staged radio events.
- Re-designed <http://www.radioutd.com> drawing attention to content and social media integration (web-site hits doubled after re-design).

DJ (January 2007 - December 2011)

- Responsible for a weekly two-hour radio show.
- Wrote, recorded, and produced a show for XM Satellite Radio.

Networking / Other

- Covered live shows, recording and editing sound and video.
- I attend South By South West in Austin, TX to meet promotion company representatives that work with RadioUTD.

The Mercury - Student Run newspaper of UTDallas (August 2010 to January 2011)

Social Media Editor

- Responsible for the Facebook / Twitter / Flickr / Blog activity.
- Reported and wrote stories.
- Created Page Layouts for the physical newspaper.
- Made comics, took photographs, and designed graphics when needed.

Networking

- I was one of three representatives of The Mercury sent to the Associated Collegiate Press Conference in Kentucky, in 2010.

Employment Continued

Texas Instruments Market Research (October 4th 2011 to November 14th 2011)

Part of a market research group, thinking up novel applications for Pico (small, battery powered) Projectors.

Likealittle.com (Started January 30th 2011).

- One of four founders for the UTDallas campus.
- Administrate posts in accordance to guidelines, promoted on campus.

Freelance

- Created menu's for FoodFriendz.com clients for print.
- Created and host several websites for artists.
- Wrote articles for blogs via Demand Media Studios.

Lego store (June 2009 to August 2010).

- Sales representative.
- Amateur space-ship and crocodile builder.

Artistic Involvement

- Cofounded and active in the art collective Frightened Kites.
- Involved in art shows with the 14+1 collective when it was still active.

Education

Graduate MA in Emerging Media and Communications from University of Texas at Dallas.

Graduated : December 14th 2011

Undergraduate BA in Arts and Technology from University of Texas at Dallas.

Graduated : May 10th 2008

Experiments

Dog For Christmas

Organic versus Social web traffic

DogForChristmas.com was created by John Syrinek and I as we wanted to see how meme's travelled through the internet and, naturally, we wanted to know if we could t a meme. The meme we created was based on the phrase 'Dog for Christmas', as that showed up fairly high on Google Ad-sense during Christmas, the time it was created. The meme we thought up involved photoshopping Dog the Bounty Hunter into some Christmas situation. We were also trying to get a feel for Organic (Google) VS Social (Facebook/Twitter/Blog) methods of driving traffic to our site.

We posted the content to several online communities in an attempt to get people to create content for the site, and to help drive traffic. The forum members of SomethingAwful.com liked the idea, users created images for the site, and it was posted to the front page of the very popular main websites just before Christmas, resulting in a big jump in visitors (3200 hits by Christmas day, the site being created on Dec. 10th).

Mice Movement

Creating a decentralized network in the streets

Bradley Griffith and I wanted to have a network effect on the crowd at SXSW (an interactive conference and music festival in Austin, TX). We bought poster boards and wrote the word 'MICE!' in large letters. Below that we wrote "Ask me how!" When someone asked us how we held out eyeliner, and offered a face-painting to the inquirer. If the individual wanted to participate, we drew three whiskers on each cheek, and a black spot on the tip of their nose.

This was an experiment in creating decentralized networks in the real world. We had read a lot about network effects imposed upon individuals and wanted to take theory into the real world. The more people we 'miced', the more bystanders would adopt this new phenomenon. We also asked photographers to take pictures of mice and tag their photo's on Flickr with 'micesxsw', and some obliged. Some blogs wrote about it too.

An network analysis of the experiment can be read here:

<http://www.utd.alexhays.com/emacs6300/2010/10/13/the-exploit-networks/>