Adam L. Brackin, Ph.D

University of Texas at Dallas	**Bridge Builder Academics**	**Mobile: 214-354-6161**
Mailbox AT10	**520 Central Parkway**	**E 972-883-4350 / 972-516-8844**
800 W. Campbell Rd.	**Suite 101**	**adam.brackin@utdallas.edu**
Richardson, TX 75080-3021	**Plano, TX 75074**	**albrackin@gmail.com**
		Twitter: @albrackin

Brief Profile:

- Research Assistant Professor of Art and Technology (ATEC) at UT Dallas
- Executive Director and Co-owner of Bridge Builder Academy, a unique private school featuring individualized education for gifted, special education and twice exceptional students
- Writer/Creator/Producer of various transmedia stories and interactive fictions
- People Skills: Motivate, empower, delegate and supervise
- Strengths: Decision-making, problem-solving, policy management, creativity, out-of-the-box thinking, vision for emerging media / transmedia

Education:

Ph.D, Humanities: Aesthetic Studies, focus in Art and Technology
(May 2008) University of Texas at Dallas, Richardson, TX

M.A., Gifted Education
(December 2001) Hardin-Simmons University, Abilene, TX

B.A., English and Art
(May 1999) Hardin-Simmons University, Abilene, TX

Certifications:

- Texas Teacher Certification: 6-12 Art Education (Lifetime)
- Texas Teacher Certification: 6-12 English Education (Lifetime)
- Texas Teacher Endorsement: Gifted Education

Relevant Experience:

(Dec. 2011-Present)
Bill and Melinda Gates Foundation
- Co-investigator for the $500 K "Serious Games for Professional Development" Grant
- T. Linehan, A. Brackin, M. Evans, and T. Christopher, Co-Investigators.

(August 2008-Present)
School of Arts and Humanities, Arts and Technology
University of Texas at Dallas, Richardson, TX
- Research Assistant Professor of Game Studies, ATEC (2012-present)
- Visiting Assistant Professor of Game Design, ATEC (2009-2012)
- Co-chair: Science, Technology, Engineering, Art, Math (S.T.E.A.M.) Working Group (2012)
- ATEC S.T.E.A.M Summer Camp Director (*2013*)
- Member: Dean's "A&H Task Force on Undergraduate Education" (2012)
- Undergraduate Capstone Advisor (5-6 students per semester) (2010-present)
- Guest Lecturer, Art and Technology (ATEC) and Emerging Media and Communication (EMAC) (2008)

(May 2006-Present)
Bridge Builder Academy, Plano, TX
- President, Co-Owner, and Co-Founder (2006 - present)
- Co-founder, "Bridges to Success N. Dallas Professional Educator Partner Network"
- Executive Director (Since 2009)
- Secondary (6-12th grade) Principal (2006-2009)
- Curriculum Consultant (2006-present)
- Founder and Co-Sponsor of BBA Strategy Game Club (2006-2012)

(May 2010)
University of Texas at Dallas and the Richardson ISD
"2010 Video Game Design Camp" for gifted/talented high school students
- Director and Lead Instructor
- Wrote and facilitated all curriculum
- Coordinated three undergraduate student workers
- Coordinated twelve student teams who designed, rapid prototyped and developed twelve fully functioning games over the course of three weeks.

(2009-2010)
Freelance Jax Productions, Plano, TX
- Writer/Director for various transmedia & live event promotional projects ("Code Layla" / "Where is Toad Adams")
- Other Undisclosed Transmedia Projects

(January 2007-2009)
Fundi Technologies, Wylie, TX
- Director of Game Development
- Head Writer/Creator for Alternate Reality Game Projects ("Deus City" / "Conspiracy Asylum")

(January 2003-May 2006)
Great Lakes Academy, Plano, TX
- 9-12 High School English Teacher
- 9-12 High School Spanish Teacher
- High School Speech Teacher
- High School Computer Teacher
- Co-Sponsor, GLA Train Club
- Co-founder and Co-Sponsor of GLA Strategy Game Club

(January 2002-May 2002)
Carrolton Farmer's Branch Independent School District
- 6th Grade Language Arts Teacher
- 7th Grade Language Arts Teacher

(June 2000-August 2003)
Threshold Summer Enrichment Program
Hardin-Simmons University, Abilene, TX
- Teacher, Gifted Students
- Website Designer

(June 2000-August 2001)
Graduate Assistant / Teaching Assistant
Irvin School of Education
Hardin-Simmons University, Abilene, TX
- TA, Education majors
- Co-teacher READ 6308: Reading Assessment and Intervention (online hybrid) with Dr. Delinda Lybrand (2001)
- Office duties, with emphasis on technology and web development

(Summer 1996 & Summer 1998)
Art History Tour Series of Europe
Hardin-Simmons University Art Department, Abilene, TX
- Art History Student Traveler, England/France/Spain (1998)
- Art History Student Traveler, Italy (1996)

notable Publications and Presentations:

(2013) Author & Speaker
"ARG for ARG's Sake: The Authenticity of Non-commercial Alternate Reality Games"
Inter-disciplinary.net Transmedia Conference, Sydney Australia (Jan, 2013)

(2012) Co-Editor
Cultural Perspectives of Video Games: From Designer to Player, e-book
Edited by Adam L. Brackin and Natacha Guyot
Inter-disciplinary Press, ISBN: 978-1-84888-161-7

(2012) Author & Speaker
"Authenticity Versus Validity: A New Approach to Video Game Design"
Inter-disciplinary.net Video Game Cultures Conference, Oxford, U.K. (July, 2012)

(2012) Author
"'YOU GOT YOUR GAMEPLAY IN MY ROLEPLAY!'
D&D and the Game Versus Story Problem"
Chapter in the popular "Culture and Philosophy" Series:
Dungeons and Dragons and Philosophy
Open Court Press, ISBN 978-0-8126-9796-4

(2011) Researcher and Creator
"Non-Linear Storytelling' Prezi Presentation (viral 40,000+ views)
Featured by prezi.com on: http://prezi.com/explore in the "Design" category

(2010) Writer / Director, Freelance Jax Productions
"Omega Code" AKON Live Event, Xerobank
"Where is Toad Adams? Extended Experience for Cyberkill, Trapdoor Press

(2010) Professor / Director, UT-D ARGlab 2.0
"Sunshine Books 4 Less" Alternate Reality Game
"Priestly Industries" Alternate Reality Game
"The Lovely Becka Belle" Alternate Reality Game

(2009) Professor / Director, UT-D ARGlab 1.0
"Electron Innovations" Alternate Reality Game

(2008) Author / Creator
"Brackin Circular Model of ARG Development"

(2008) Writer / Creator
"Conspiracy Asylum" Interactive Online Fiction
Extended Experience "Prequel" to Deus City ARG

(2007) "Making a Game" Panelist
ARGfest Conference: San Francisco

(2006-2007) Writer / Creator
"Deus City" Alternate Reality Game

(2001-2002) Web Cartoonist
"Lobsteraliens.com" Online Comic

(1997-1998) Cartoon Artist
Magazine Advertising for Alderman Cave Feeds