

Haley Moore

Designer, fabricator, and maker of unconventional fiction

1060 S Third St
San Jose, CA
214-498-5236
toemoore@gmail.com
www.toenolla.com

EXPERIENCE

Maker Nexus, Sunnyvale, CA

Project Coordinator

July 2023 - Present

Manage collaboration across departments for special projects, learning kit production, new program development, and web content management.

Managed content migration and ad copy writing for a course catalog of over 100 hands-on classes and workshops.

Organized hands-on LED lighting workshops for Bay Area Maker Faire 2023.

Instructor/Consulting Maker

December 2021 - July 2023

Taught adults on equipment operation and safety, arts, and maker skills. Develop curriculum for training, workshops and youth programs. Head instructor for 3D Printing, Vinyl Cutting/Printing and Direct, and Garment Printing.

Created themed youth programs in Dungeons and Dragons and Escape Room Design.

Developed mold making and casting classes.

Outfitted a makerspace for gallery hanging, and hosted a local art show for Silicon Valley Open Studios.

Designed the makerspace's storage policies and self-service project storage system.

Hanson Robotics, Hong Kong — *Character Writer*

August 2018 - September 2019

Worked with a team to design personalities for humanoid robot characters such as Sophia the Robot, and led a small team to create a new robot character from scratch. Wrote content for social media accounts. Worked with software team to develop in-house creative tools.

SKILLS

3D modeling with Solidworks and Fusion 360.

Experience with multiple CNC systems including MultiCam routers, PlasmaCAM, Thunder, Epilog, Full Spectrum lasers, FDM and SLA 3D printing.

Short run and prototype fabrication.

Graphic design in Photoshop, Illustrator, and Inkscape

Writing and communications

Small team management

Electronics and microcontroller programming

EDUCATION

University of Texas, Austin, TX — *BA English*

August 2000 - May 2004

AWARDS

IndieCade 2012

Impact Award – *Reality Ends Here*

Canadian Screen Awards 2014
Best Original Interactive
Production Produced for
Digital Media – *Ruby Skye P.I.*

BAC Fabrication, Irving, TX — CNC Fabricator

Summer 2018

Fabricated Aluminum Composite Material panels on a Multicam CNC Router with tool changer for a construction company specializing in custom building exteriors.

Lady Brain Studios, Dallas, TX — Creative Partner

January 2014 - August 2018

Co-founded a commission-based art and electronics studio. Our projects range from building CNC furniture to creating interactive light installations.

Lothian Airsoft Theater, Dallas Team — Art Director

December 2014 - August 2016

Worked with writers and game designers to create set pieces, electronic installations, and props for an immersive airsoft experience in Oneonta, Alabama. I touched all areas of the company's projects, from producing found fiction in the form of lab notes and journals, to fabricating CNC routed furniture, to designing puzzles.

Writerguy LLC, San Jose, California — Production Artist

January - October 2013

Worked with a team of designers to manufacture and deploy crystallized messages from the future to secret drop locations around the world as part of an Alternate Reality Game called *Future Coast*.

Ruby Skye, PI, Toronto, ON — Production Artist

January - October 2013

Created in-camera props and online assets for Ruby Skye, P.I., an interactive web series.

University of Southern California, Los Angeles, CA — Production Artist - Reality Ends Here

October 2012 - November 2015

Designed awards and props for three seasons of *Reality Ends Here*, a game that challenged new students at USC's film school to collaborate and create new media. Created physical artifacts of the game including flags and award pieces.

Dave Szulborski, Austin, TX — Production Artist, ARG Puppetmaster

January 2006 - October 2007

I created original tangible artifacts and managed player interactions for two classic Alternate Reality Games, *Catching the Wish* and *Unnatural Selection*. Managed audience interactions, designed websites and developed narrative-rich site identities.

I'M ALSO A....

Tabletop game modder
Animatronics nerd
Early-stage cyborg

References available on request.

Coppell Citizens' Advocate, Coppell, TX — *Sr. Copy Editor*

February 2009 - January 2013

Did original reporting on local issues. Edited copy on stories and advertisements, worked with reporters and sources to get materials in by deadline.

PROJECTS

Sophia the Robot — *Robot Personality*

August 2018 - September 2019

Wrote, troubleshooted, and developed internal tools for advancing Sophia, a humanoid robot celebrity. Coordinated character appearances for clients all over the world. Developed in-house reference documents such as story and character bibles.

Dungeon Makers' Guild — *Youth Program*

March 2022 - Present

Developed curricula for a week-long summer youth program at Maker Nexus that taught students to make tools for tabletop RPGs such as dice, miniatures, and wooden rolling trays. Hands-on instruction was paired with a D&D campaign that students played together every day.

Laser Lace Letters— *Tangible Story Series*

October 2012 - Present

Kickstarted a tangible storytelling project as a solo writer. Laser Lace stories are told through a collection of artifacts that tell the stories of the people who made, possessed, treasured, or abandoned them. I'm currently working on Episode 3 of the 7-part series. www.laserlaceletters.com

Lothian Escape Rooms — *Immersive Designs*

Lothian Airsoft Theater - June 2016

Worked with a team to develop a portfolio of concepts for escape rooms which featured production level lighting effects and tech-powered puzzles. For each concept I designed the set and individual challenges for players in tandem with the head writer to create an immersive narrative.

Transmedia Talk — *Podcast*

Culture Hacker - 2010 - 2012

Co-Hosted a podcast where we interviewed the most interesting creators in emerging media and immersive projects.

Catching the Wish — *Alternate Reality Game*

Dave Szulborski - January 2006

Worked in a team to create an immersive, real-time interactive online story in the fictional town of Agluara, NJ. Wrote a character blog, created in-game websites, ran a live event, designed and deployed original props directly to the players, and worked with the team behind the scenes to interact with players over the phone and through email as characters in the game.

Sharing Paint — *Interactive Art Installation*

TEDxSMU - 2010

Constructed giant electronic paint brushes that attendees could use to digitally paint on giant canvasses. The project was installed at the Wylly Theater in Dallas during the first TEDxSMU.