

## Thirty years at the seam between human creativity and computation.

I help universities, schools, cultural institutions, and creative teams integrate AI without losing the human — the judgment, craft, and creative friction that make work original. The aim is not to automate creativity, but to help people and institutions direct AI with judgment, taste, authorship, and purpose.

### HOW I HELP

**Talks & keynotes.** A 45–60-minute keynote on creativity, computation, and the human place in AI, with an optional live demo. Signature talk: *The Middle Way*.

**Workshops & professional development.** Half-day to multi-day AI-literacy intensives for faculty, students, or creative and technical teams.

**Advisory & strategy.** AI adoption, curriculum, and program design — ending in a roadmap, a curriculum framework, and a pilot plan.

**Solution design & build.** Prototype AI-native tools, creative workflows, and learning platforms your team can build on.

### WHO I WORK WITH

Universities & colleges · Schools & districts · Companies & creative teams · Creative industries & cultural institutions.

### SELECTED ENGAGEMENTS

#### Zschool

Course development cut from months to weeks, at a fraction of the cost, using Gogentic CORTEX.

#### The Masters Program · Santa Fe

High-school students built complete games, 3D models, and animated storyboards in four days, learning AI literacy on the ij8 studio.

#### PwC

Advisory on data visualization and UI / UX.

#### Fisher Investments · ZPD Reader Bee

A new AI application for early-childhood reading literacy.

### RECOGNITION

#### Professor & Director, Center of Creative

**Computation, SMU** · Visiting Research Fellow, Goldsmiths, University of London · author of the first major book on Processing · NSF Principal Investigator · talks at Oxford and TEDxSMU · exhibited at Gazelli Art House, Bright Moments, and Feral File · founder of ij8, co-founder of Emergent Properties and gogentic.ai.

Engagements by inquiry — from a single keynote or faculty workshop to multi-month advisory and prototype builds.

Book a conversation → [calendly.com/ira-gogentic/30min](https://calendly.com/ira-gogentic/30min)