Neora Berger (Shem-Shaul)

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For two decades I was a programmer and Team leader in American companies, then co-founder/developer in an Israeli startup for multiuser games. Becoming freelance, I broadened my Hi Tech activities to teaching academic courses in TAUniversity and Shenkar College, producing artistic projects, and writing as journalist for major magazines and newspapers.

In the last decade I've been the designer, programmer and producer of several advanced interfaces for museum websites, academic and commercial content systems and creator of 3D online community worlds for remote learning, interactive theatre, and 3D commercial applications.

Many of the projects listed below, whether commercial, social, or artistic - involve cooperative work and volunteering activities with Arab persons and companies in Israel and Palestine.

This document is divided to: Professional, Publications, Teaching, Productions, and Volunteering Experiences. Further links, documents and recommendation letters can be sent upon request.

// Professional Experience

2011-   'Side by Side' project for multilingual web (prototype at nolegalfrontiers.org)
                 Innovator and developing system for service of parallel translation display and data entry.

2009-2010   Building several websites on Joomla/PHP CMS platform. Involvement with the Hub Tel-aviv.

2005-2008   Building several websites on Zope/Pyton CMS platform, including Beit Bialik Museum,
                 Hanoch Levin archive, Golda Meir official gov website, Bezalel periodical, many more...

2000-2004   Data Visualization on the web – projects for VIZRT, Nano institute…
                 3D community oriented worlds - project for NYSE and educational applications

1998-1999   Consulting Venture Capital on due diligence activities (Aura, Tycon). Building website
                 for Nahum Gutman Museum, Israeli Childrens Museum, and more (DHTML, Flash)

1994-1997   SGH - Synergic Game Hive - a startup for multi-user games on the web. Innovator and
                 participant in the development and marketing activities.

1983-1993   DEC - Digital Equipment Co. - PC specialist (Rainbow) , communication software (Decnet,
                 TCP/IP), security consultant. Team Leader of the Unix customer support service/training.

1979-1983   CDC - Control Data high range computers - programmer and project leader in the software
                 group, Fortran and Cobol coding, system analysis and data processing.

1975-1979   Open University - member of the startup team. Programmed the original management
                 system (Cobol/CDC) and interactive learning/testing applications (Toam- PDP).

// Publications

2004   "THE CATHEDRAL & BAZAAR" - articles collection on freedom of information - editor (and partly author), Hitorerut Publishing

2003   "THE CARRIAGE" – fiction, short story, Xargol Publishing

2002   Editor of **"Galileo"** – scientific monthly periodical, SBC Publishing

1994-2001   Author of <u>hundreds</u> of articles/weekly columns on 'cyberculture and hi-tech' issues in: *Globes*, *Haaretz* (Captain Internet), *Masa Acher*, *Ort Technologies*, *People & computers*.

1994-1997   Editor of "Zombit", monthly youth magazine on computers, games, internet. Kulanu press

1993   Author of 'Digital affair' - Hotzaat Hakibutz Hameuchad publishing. A detective love story happening on the net. Got massive media coverage from literature and professional critics.

1990-1993   Haarutz Hanosaf - Unix/TCPIP magazine of Digital Equipment Ltd customers and affiliates.

// Lecturing & Teaching Experience

2004, 2007   "Cyborgina" - Lectures at Haifa University, ISOC conference, on technology/gender.

2003-2009   SHENKAR College for Engineering & Design (position of Senior Lecturer) teaching yearly semesterial course 1264 – Impact of the Internet

2003   UCL University - Talk and presentation on 3D universe projected for large audience.

2002   DAGSTUHL Academic workshop - Talk and [paper about "aesthetics computing"](#)

1998-2002   Tel Aviv University - 6 different courses and seminars (position of Senior Lecturer)
Faculty of humanities - Interdisciplinary studies: Basic mechanisms / advanced net usage, Cyberspace - infrastructure vs. Culture, Virtual communities – seminar
Faculty of humanities - Translation studies: Computerized translation – theory and practice
Faculty of arts – Cinema studies: Net influence on cinema and TV, Interactive script writing.

1998-2000   Beit Berl – Hamidrasha - school of art
Full year seminar, on the Technology/Culture trends and their influence on contemporary art.

1994-1996   Virtual reality - lectures and discussions on the emergence of the new technology VR, and its impact on our social and computing concepts. Adams Institute of TAU, Camera Obscura School of Art, Geography Department of TAU and some High-Tech Israeli companies.

1989-1993   Unix - internals and usage - introducing Unix systems to DEC employees and customers. Courses in Intel-Haifa, Digital-High-Tech-College, Government dept. and Army installations.

// Performances & Productions

2006   Poetry - Ling (projected avatar) reading my poems at the Israeli writers association event

2004   Organizer of Y2hack4 - 2nd hackers conference in Israel, 1000 participants, awareness & coverage

2003   MEDEA_EX - Production in Acco Festival for fringe theatre - IMMERSIVE/interactive theatre play. Adaptation to the myth in 3D projection. Medea is Palestinian, played live vs. Israeli Jason, played by virtual avatar; online and on-site audience function as chorus, with realtime choices. medeaex.org.

2000   Organizer of Y2hack - 1st hackers conference in Israel, at the People & Computers arena.

1999   Ayuni – telepresence low-high tech project - documentary on being the eyes of a Palestinian abroad, to visit his homeland in Nablus.

1999   Ort conference – from Stockhausen to Trance - Multimedia performance on IT & electronic music.

1999   Ascola - "Life on Screen" 13 chapters on Educational Television, consultant and participant.

1994   Object/Observer - art installation, involving computer animation and recognition, in the first computer art exhibition in Israel, Kalisher School of Arts Gallery.

// Volunteering activities

2008-   Makom Acher - hostel for 'Youngsters in danger' run by Tel-Aviv Municipality and Elem.
Every Saturday, afternoon and evening shifts of cooking and accompanying all youth activities.

2005-   Open Source activities - lectures, articles, surveys... including Indimage project of
Elementary school worksheets for Arab-Israeli teachers.

2010   Helper in organizing the Beit-Jalla Hackathon for Israeli & Palestinian IT (sponsored by EU & CEF)
Occasional help on shifts with Machsom Watch, mentor for Tsofen - diversity through technology.

// Languages

Fluent Hebrew (including editing and writing skills)
Fluent English (including some writing skills)
Moderate Arabic - on going studies, since 4 years, in spoken Palestinian. poor reading skills.
Moderate French - highschool studies and french optics website

// Education

1983-1993   High level seminars at Digital Europe & American training centers
1973-1975   System Analysis, Advanced course (2 yrs)
1972-1973   Ben-Gurion University, Mathematics

// Born: 1954, Haifa, Israel.