



RESEARCH | E-LEARNING
ANIMATION | GRAPHIC DESIGN
AR/VR | INTERACTIVE MEDIA

CONTACT INFORMATION

MELISA ACHOKO ALLELA

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CAREER OBJECTIVE

To merge my academic background, research and work experience in a position that utilizes new and emerging technologies in the fields of teaching, creative expression and the preservation of cultural heritage.

EDUCATION

- 2016 - 2021 **Doctor of Philosophy in Design**, The Technical University of Kenya
Study Title: Storytelling Through Experimental Animation: Digital Mediation of African Orature Using New and Emerging Technologies
- 2010 - 2013 **Master of Arts in Design**, University of Nairobi
Project Title: Using Animation to Enhance Learning: A Case Study on Primary School Mathematics
- 2005 - 2009 **Bachelor of Arts in Design**, University of Nairobi
Award: First Class Honours
- 2000 - 2003 Kenya Certificate of Secondary Education (K.C.S.E.)

SHORT TRAINING

- Oct - Dec 2014 **AVLM (Audio Visual Learning Materials) Training Programme**
Visiting Scholar, KU Leuven, Belgium

FELLOWSHIPS/GRANTS

- June 2020 **Digital Lab Africa (DLA4)**
Winner, Immersive Realities (Virtual Reality) Category
- 2019 **HEVA Cultural Heritage Seed Fund**
Grant Recipient
- Nov 2019 **Electric South, New Dimensions immersive Media Lab4**
Lab Fellow
- Feb 2018 - Feb 2019 **Mawazo Institute PhD Scholars Programme (PhD grant)**
PhD Fellow

WORK EXPERIENCE

- 2020 - Present **LESO Stories**
Co-Founder, Project Lead (Part-time)
- HEKOKUU**
Co-Founder, eLearning Project Lead (Part-time)
- 2015 - Present **Assistant Lecturer**
Technical University of Kenya
Department of Design and Creative Media
- 2021 **PhD Research Intern - Microsoft Africa Research Institute (MARI)**
- 2017 - Present **eLearning Consultant**
Commonwealth of Learning, TeacherFutures Programme
- 2017 - 2019 **Adjunct Lecturer**
United States International University (USIU Kenya)
Department of Cinematic Arts - Animation

- 2013 - 2015 **Digital Design Consultant**
Think Equal
- 2013 - 2015 **Multimedia E-Learning Course Facilitator/Course Developer**
eCampus of Maseno University
- 2011 - 2015 **Part-time Lecturer**
Art and Design Department, Maseno University
- 2011 - 2015 **Graphic Designer & Web Information Officer**
Maseno University eCampus
- 2007 - 2008 **Animator / Character Designer / Layout Designer**
Tiger Tinga/ Homeboyz Studios, Nairobi

HIGHLIGHTED TALKS/ PANEL SESSIONS

Freiburger Film Forum in Kenya 16 May, 2021

Talk on creating a virtual storyteller

Fak'ugesi Festival 2021

Speaker at the panel discussion on Storytelling Methodologies (Art, Craft & Theories)

Moran Storylab (BlackRhino VR) 2021

Talk on New Media and Heritage

NOMA! - Regional Perspectives on VR

Speaker at the panel discussion

NODE20 • Second Nature – Panel: World(re)building

Speaker at the NODE forum for digital arts 2020 edition

Fak'ugesi Festival 2020

Speaker at the panel discussion on Digitising immersive African stories

Fak'ugesi Festival 2020

Speaker at the panel discussion on Digital Identity

HIGHLIGHTED SCREENINGS AND EXHIBITIONS

VR Work

1. Sigana Tales of Lawino: VR project that explores the retelling of African works of orature in VR using Virtual Humans.
2. Virtual Inhabitants of Future African Cities: Thoughts on Development and Implementation. Presented at African Crossroads 2019

Recent Animation/VR/Film Screenings

1. Nobody 2D animation (2018)
2. (Anxiety! Anxiety!) part of Choreographic Coding Labs. Presented at The Node Forum for Digital Arts Festival, Frankfurt (2017)
3. What the Fuss? 360 video (2016). Screened at Space, A Digital Art Festival: Design and Technology organised by Goethe Institut (Nairobi)
4. MindScapes (2015). Screened at the Goethe Institut (Nairobi) during the Nairobi Festival of Performance and Media Arts.
5. ZamaniYajayo: An Animated Collection of Imaginings (2015). Screened at the Africa ArtBox Award, Senegal | Afrika Film festival in Leuven, Belgium | Screendance Africa at Tanzarauschen. Dance on Screen Festival 2016 Wuppertal, Germany | Tutaonana Siku Za Usoni! Digital Reflections Of A Kenyan Future . Nairobi, Kenya

PUBLICATIONS

ORCID ID: <https://orcid.org/0000-0002-8150-1186>

TECHNICAL SKILLS

eLearning Tools

- Content development in Moodle and Blackboard
- Moodle theme customization
- eXeLearning for multimedia web authoring
- Google Classrooms
- Publishing tools: Articulate Storyline, Adobe Captivate

Design software

- Adobe Creative Suite: (Photoshop, Illustrator, Indesign, Dreamweaver, After Effects, Premiere Pro, Animate)

Multimedia authoring

- Microsoft Office Suite
- Interactive videos: Camtasia Studio
- Video recording and editing: Adobe Premiere Pro
- Audio recording and editing: Adobe Audition

Animation Tools

- 3D Animation: Blender 3D, MotionBuilder, Cinema4D
- 2D Animation: ToonBoom Harmony, Celaction Animation, TV Paint

VR/AR

- Unity Game Engine (for Oculus Rift, Quest, Windows Mixed Reality and HTC Vive)
- Adobe Aftereffects and Premiere pro for editing 360 videos

Other

- HTML, CSS
- Wordpress
- Creative coding in Processing

REFEREES

Prof. Odoch Pido
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The Technical University of Kenya
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Dr. Mary Clare Kidenda
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The Technical University of Kenya
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