

FAITH “AYA” UMOH, MPH

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SUMMARY

With eight years as a new media artist and creative producer and fifteen years across AI, data science, dance, and storytelling, I build immersive and co-creative worlds that expand how people experience stories and imagination. My work spans performances, installations, generative films, and interactive environments presented at Art Basel, The Music Center LA, UCLA's Experimental Digital Arts Gallery, Vellum LA, bitforms, and the Max Ernst Museum. Using Unreal Engine, motion capture, generative systems, and creative coding, I design participatory experiences and narrative-driven systems that invite fans, artists, and communities to create together. I excel at leading cross-functional creative and technical teams, delivering complex productions, and developing creative tools that support meaningful, story-forward, community-led storytelling.

TECHNICAL SKILLS

- *New Media Art & Creative Production:* Worldbuilding, Interactive Installations, Immersive Performance, Story Development, Production Management, Run of Show,
- *Creative Technologies:* TouchDesigner, p5.js, Unreal Engine
- *AI & Data Science Practice:* Python, Machine Learning, Natural Language Processing, Explainable AI, Model Development

CREATIVE TECHNICAL EXPERIENCE

Creative Producer / New Media Artist / Creative Technical Director

The Music Center LA | Rhythmic Wave, Los Angeles, CA

August 2022 – Present

- Created and performed an immersive, AI-augmented performance merging African dance, Unreal Engine worldbuilding, motion capture, and audience-responsive storytelling.
- Directed a cross-functional team (Unreal dev, virtual production engineer, line producer, comms/PR, institutional leads).
- Built a speculative 5054 Nigeria environment with interactive elements triggered by movement, voice, and call-and-response.
- Produced all creative assets: scripts, world lore, choreography integration, visual pipelines, lighting cues, and interactive systems.
- Managed production schedule, run-of-show, technical rehearsals, installation coordination, team communication, and multi-screen LED delivery.

Founder / New Media Artist / Creative Technical Director / Creative Producer

Creative Aya, Los Angeles, CA

January 2022 – Present

- Founded Creative Aya, a studio specializing in co-creative AI and immersive media art, merging machine learning, interactivity, dance, and storytelling to explore themes of identity, resilience, and cultural heritage.
- Created and performed Aya's Rhythmic Wave, an immersive AI-driven performance integrating African dance and immersive technology, showcased at UCLA's Experimental Digital Art Gallery.
- Developed interactive and creatively coded animation pieces for InterReality at Bitform Gallery and Surreal Futures at the Max Ernst Museum, presenting generative AI installations that blend cultural storytelling and speculative design.
- Led the development of new media art installations featured in 15 exhibitions across 7 countries, advancing the studio's mission to create equity-driven and socially engaged media arts.
- Designed creative AI ethical frameworks and community engagement strategies for co-creative AI projects, fostering accessibility and inclusivity.

Creative Producer / Experience Designer

FilmGate Miami - Frost Science Museum Planetarium, Miami, FL

June 2024 – December 2024

- Designed a participatory dome experience where audiences created digital “clout objects” that evolved across the planetarium.
- Integrated Unreal Engine, TouchDesigner, OSC, and mobile inputs to build a responsive generative world.
- Collaborated with museum engineers, creative technologists, and festival partners.
- Led interactivity design, dome content pipeline, mobile UX, multisensory timing, and installation setup.

Artist Research Fellowship

Royal Shakespeare Company & The Music Center, Los Angeles, CA

2025 – Present

- Will develop foundational frameworks for immersive media at the intersection of storytelling, wellness, and cultural preservation.
- A Social Impact Model Framework connecting immersive storytelling to mental health, community engagement, and funder-aligned metrics of sustainability and ROI.

Artificial Intelligence Research Grantee

Stanford University Black in AI Research, remote

May 2021 –

August 2021

- Developed a Non-Parallel Multimodality Co-Creative System to explore cultural narratives through computational media, integrating topic modeling with participatory design to create accessible public art installations.
- Presented research at Art Basel 2021, engaging over 3,000 attendees in conversations about equity, representation, and the intersection of art and technology.
- Combined AI-driven topic modeling and generative design to amplify underrepresented voices and craft immersive, socially engaged stories that challenge dominant narratives and inspire critical reflection.

Artist-in-Residence

Level Ground, Los Angeles, CA

July 2023 – September 2024

- Conceived and developed an immersive solo exhibition for UCLA's Experimental Digital Art Gallery, hosted by the Social Software Lab, integrating AI and motion capture to reinterpret and dynamically present traditional African dance as a digitally interactive experience.
- Leveraged generative AI and speculative world-building to craft immersive narratives that blend cultural heritage with cutting-edge technology, fostering critical dialogue around identity, empathy, and the future of cultural preservation.
- Collaborated with interdisciplinary teams in art, design, and technology to produce interactive digital landscapes that reimagine African dance traditions within the framework of socially engaged media arts.

Artist-in-Residence

202Creates, Washington D.C.

January 2019 – April 2019

- Created *Poetry Through Meditation*, an integrative practice rooted in the teachings of Thich Nhat Hanh and Tara Brach, combining original poetry, self-reflective writing, conscious breathing techniques, and poetic visuals to foster self-awareness, emotional well-being, and resilience through creative expression.
- Designed *Poetic Visuals*, original drawings paired with poetry, as part of an artistic practice exploring the role of art as a source of healing and emotional restoration.
- Conducted iterative testing of these meditative frameworks at live open mic events and virtual platforms, refining their structure and flow based on audience engagement and survey feedback.
- Developed *Duality Writing*, inspired by Yin-Yang philosophy and informed by the teachings of Thich Nhat Hanh and Tara Brach, as a reflective tool to navigate discomfort while amplifying self-love through meditative writing.

MAJOR ARTWORKS & CREATIVE PRODUCER ROLES

- *Surreal Futures*, Max Ernst Museum, Brühl, Germany (2023–2024)
 - Created a generative video installation combining mythology, speculative design, and custom Python workflows. Directed visual pipeline, exhibition formatting, rendering, delivery specs, and museum coordination.
- *InterReality*, Bitform Gallery, Los Angeles, USA (2023–2024)
 - Developed interactive generative works merging personal movement, environmental data, and speculative visual systems.
 - Managed installation flow, motion-data integration, rendering pipeline, and gallery coordination.
- *Next-Gen: Digital Artist in LA*, Vellum LA, Los Angeles, USA (2023)
 - Created generative film using TouchDesigner + custom Python focusing on ecology and futurism.
 - Produced animation pipeline, final mastering, color, and tech specs for gallery installation.
- *Neo Rev*, Art Basel x Save Art Space, Miami, USA (2021)
 - Produced an AI-generated Afrofuturist public-art billboard series inspired by Nnedi Okorafor's Binti universe.
 - Directed AI imaging pipeline, visual design, billboard formatting, print coordination, and city placement.
- *HerVoice*, Care.org x SVStudios Public Art Installation, Los Angeles, USA (2022)

- Created a 3-billboard public art installation merging poetry, photography, and generative storytelling.
- Oversaw concept development, visual design, production assets, narrative framing, and campaign deliverables.
- *Aya's Rhythmic Wave I*, UCLA Experimental Digital Art Gallery, Los Angeles, USA (2024)
 - Developed a solo installation integrating motion capture, worldbuilding, poetry, and African dance.
 - **Creative Producer Role:** Directed performance blocking, installation build, projection mapping, and interactive trigger design.
- *Artist Who Code / Artsy / W1 Curates*, Los Angeles, USA & London, UK (2022)
 - Featured in a cross-continental exhibition celebrating creative coding and digital experimentation, presenting generative short films built with custom Python systems.
 - **Creative Producer Role:** Led concept development, creative coding pipeline, rendering, and delivery for both Los Angeles and London installations.

ARTIFICIAL INTELLIGENCE EXPERIENCE

Data Science Manager | Specialist Master

May 2018 – Present

Deloitte Consulting, *remote*

- Led cross functional AI and machine learning initiatives, collaborating with engineers, designers, and stakeholders to build scalable, human centered systems that emphasized narrative clarity, transparency, and creative integrity.
- Designed and deployed explainable AI frameworks and multimodal data pipelines that supported decision making, pattern discovery, and insight generation for complex global audiences.
- Developed and communicated data driven stories, research findings, and product recommendations to senior leadership, demonstrating my ability to translate technical systems into meaningful narratives and creator-friendly tools.

Instructor & Data Science Mentor | DxP Movement Tech Fellowship

Ford Foundation | re: power, *remote*

July 2023 – April 2024

- Guided two fellows in the development of a WebGIS platform, Visualizing and Mapping Cardiovascular Disease, which integrates behavioral health indicators and CDC cardiovascular mortality data to empower individuals with interactive health risk maps.
- Designed and led the "Integrating Generative AI with Human-Centered Design" course, empowering fellows to merge cutting-edge AI technologies with empathetic design principles, thereby fostering innovative solutions to movement-wide tech and data issues.
- Facilitated skill development and practical application of machine learning models, driving the exploration and implementation of data-driven projects aimed at addressing key technological problems across the progressive movement, underpinned by ethical considerations and inclusive politics.

Instructor | Generative AI Advisor

Cooperative Impact Lab, *remote*

August 2023 – December 2023

- Guided participants in exploring the creative and ethical potential of Generative AI, focusing on designing systems that foster inclusivity and amplify underrepresented narratives.
- Led a pioneering workshop that merged technical skill-building with critical inquiry, enabling participants to integrate Generative AI into interactive and socially engaged projects.

EDUCATION

- **Master of Public Health, Biostatistics**, Boston University, Boston, MA – May 2017
- **Bachelor of Arts, Political Science & International Development**, Gainesville, FL – December 2012

AWARDS

- **MIT Reality Hack Gold Prize (2025)** – YEIGO, an AR mobility aid using Snap Spectacles
- **MIT Founder's Lab Grand Prize (2025)** – YEIGO, recognized for inclusive AR design supporting Indigenous communities
- **PitchBLACK Immersive Award Winner (2025)** – Rhythmic Wave II, an AI and motion capture-driven cultural preservation project