

ROB GRAHAM

Visitor Experience & Technology Leader | Cultural Venues | Exhibition & AV Systems | Applied AI

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Twenty years across cultural venues, from the visitor-facing floor through to running a museum's technology. Front of house, public programs, exhibitions and cinema at ACMI; collections and digital media at Museums Victoria; touring immersive projection with Grande Experiences; then Head of Technology at the National Communication Museum, recruiting and leading the team and delivering the venue end to end. Experienced across the full lifecycle: requirements, AV and interactive system design, network and control integration, installation, commissioning, documentation, operational handover and ongoing support.

- **Delivered a public museum from a bare shell.** Technical lead for the National Communication Museum, a gutted telephone exchange when the work began, through to an operating public venue.
- **Built and led the technical team.** Ran all technology staffing at NCM: recruited and hired the museum's current technical team, and managed their rosters and budgets.
- **Specialist projection and calibration.** Calibration responsibility for the Scienceworks Planetarium; Dataton WATCHOUT and VIOSO across large multi-projector installations.
- **Secured a professional podcast studio at zero capital cost** through industry partnerships, part of six figures in hardware savings.
- **50+ exhibitions** with Museums Victoria, ACMI, Heide, TarraWarra, Tate Britain, the V&A, MUMA and Geelong Gallery, including international delivery in New York, Illinois and Sao Paulo.

PROFESSIONAL EXPERIENCE

AI Specialist, Generative Video & Robotics | micro1

May 2026 to present

- Evaluates model outputs and agentic workflows, identifying reasoning gaps and providing structured human-in-the-loop feedback supporting reliability and safety.
- Designs realistic evaluation scenarios, prompts and datasets across generative media, visual reasoning and multimodal AI.

Head of Technology | National Communication Museum

Feb 2022 to Feb 2026 · Melbourne

- Technical lead for delivering the museum itself, from a gutted 1930s telephone exchange to an operating public venue: the permanent gallery and its exhibitions, all interactives, and a museum-wide digital signage and ticketing platform administered centrally and updated remotely by staff.
- Delivered the building's technical systems: Nodel network control for centralised gallery and building control, a Q-SYS based seminar and conference room, and network controlled intelligent lighting for efficient operation.
- Ran all technology staffing: recruited and hired the current technical team, managed rosters and budgets, and led suppliers, contractors and external providers.
- Negotiated industry partnerships delivering a professional podcast studio at zero capital cost, plus substantial hardware savings across the fit-out.
- Managed Microsoft 365 and Azure administration, cyber security, permissions and access governance; produced system documentation, schematics and operational handover material.
- Introduced ticketing and knowledge base systems so faults, diagnoses and documented fixes were shared across teams rather than held by one person, and used Deputy for staffing and scheduling.

Technical Services Specialist | ACMI

2020 to 2022 · Melbourne

- Specialist AV support for exhibition and public space systems: projection, audio, media playback and interactive installation, commissioning and ongoing operation, working with exhibition designers, artists and curators.

Senior Technician | Grande Experiences

Apr 2019 to Apr 2020 · Melbourne and international

- Large scale projection and immersive AV for touring exhibitions, using Dataton WATCHOUT show control and VIOSO blending, warping and camera-based auto-calibration; installation, alignment, commissioning and fault finding against fixed opening dates.
- International Project Manager for Da Vinci exhibitions at Kean University (New York) and the Peoria Riverfront Museum (Illinois); AV and exhibition technician for Leonardo Da Vinci 500 at the Museu da Imagem e do Som (Sao Paulo).

Digital Media Specialist / Collections Officer | Museums Victoria

Feb 2016 to May 2019 · Melbourne

- Managed digital media systems, AV solutions and collections content across museum venues, supporting digitisation, preservation and visitor engagement.
- Calibration responsibility for the Scienceworks Planetarium, a specialist dome projection environment requiring precision alignment and ongoing maintenance.
- Projection mapping at the Royal Exhibition Building, including troubleshooting legacy Crestron control systems in a heritage-listed venue.

- Restored the Christmas Windows exhibition minutes before an opening night after a whole-of-building power failure, tracing the fault to an unrevised building master power schedule rather than the exhibition itself.

Exhibition Technician / Visitor Services / Assoc. Public Programs Producer | ACMI

Feb 2014 to Jan 2017 · Melbourne

- Three concurrent roles across exhibitions, visitor services and public programs: installed and troubleshot AV and interactive systems, and produced public programs on screen culture and emerging technology.
- Completed full visitor services emergency and threat response training for a high-traffic public site at Federation Square, covering incident and hate-motivated incident response.

Founder / Creative Technologist | FAMTEC

Jan 2018 to present · Melbourne

- Independent creative technology practice for museums, galleries, artists and cultural organisations, from concept and prototyping through installation and support.
- Assembles and leads a project specific team of specialists for each brief, covering scoping, contracting, coordination and on site technical direction, drawing on sustained relationships across the integrator and developer sector including Lumicom, Grumpy Sailor and Exhibition One.
- Council and public-realm commissions including Summer Lights and the COP26 Climate Change program for Maribyrnong Council, and a Tourism Australia funded multicultural festival in Footscray Square with 700+ attendance.

SELECTED EXHIBITION CREDITS

Museums Victoria: Vikings, with the Swedish History Museum; Mao's Last Dancer; Make Believe; Lunar New Year projection mapping at the Royal Exhibition Building. **ACMI:** David Bowie Is, with the V&A Museum. **National Communication Museum:** Permanent Galleries; Instruments of Surveillance; Signal to Noise; FRIEND. **Heide Museum of Modern Art:** Catherine Opie, Binding Ties; Barbara Hepworth with Tate Britain; Bruce Munro; Robert Owen. **TarraWarra Museum of Art:** TarraWarra Biennial 2018, 2021 and 2023; Patricia Piccinini; Tracey Moffatt; Archibald Prize 2019. **Also:** MUMA; Geelong Gallery; Melbourne International Film Festival; White Night; Gertrude Street Projection Festival.

EDUCATION

PhD Researcher, Design RMIT University, current

Master of Creative Media Animation & Interactive Media, RMIT, 2012-13

Bachelor of Fine Arts (Media Arts) RMIT University, 2009-11

Diploma of Multimedia Swinburne, 2007 · **Diploma of Visual Art** Swinburne, 2008

RESEARCH & PUBLICATION

- **ARCHAI / AUXIO**, practice based RMIT doctoral research and working museum prototype: a sovereign semantic and visitor experience layer for cultural collections, with 8,000+ staff searchable records across a 25 source research network. Image first search, QR and NFC access, voice, IIIF viewing and evidence grounded interpretation.
- **ARCHAI: Cultivating a Living Archive**, accepted for the 6th Summit on New Media Art Archiving, ISEA2026 Dubai. First published white paper.
- Self published writing on Substack, including the manifesto *Waking Up the Museum*.

TOOLS & SYSTEMS

AV & control: Crestron, AMX, Extron, Nodel, Q-SYS; network control systems; intelligent lighting; centrally managed digital signage platforms (MagicInfo server, BrightSign endpoints); ATEM vision mixing; Allen & Heath; NFC and e-paper labels.

Projection & immersive: Dataton WATCHOUT, VIOSO blending and warping, TouchDesigner, Resolume, MadMapper, QLab, SketchUp; dome and multi-projector calibration.

Creative: Adobe After Effects, Premiere Pro, Photoshop, Illustrator; DaVinci Resolve; Ableton; Max/MSP; music production and sound design.

AI & data: RAG and LLMs, Qdrant, Ollama, Whisper.cpp, Piper, MeloTTS, Python.

Collections & infrastructure: CollectiveAccess, ResourceSpace, Synology NAS, Proxmox, TrueNAS, LTO backup, Microsoft 365, Azure.

People & delivery: technology staffing including recruitment, hiring, rostering and casual engagement; budget ownership and procurement; Deputy for staffing and scheduling; Microsoft Project; technical documentation and schematics; testing and commissioning; vendor, contractor and integrator management. Long-standing relationships with integrators and developers including Lumicom, Grumpy Sailor and Exhibition One, and direct manufacturer relationships with Epson and Panasonic.

LICENCES, TICKETS & TRAINING

EWP Operator Licence, Yellow Card (boom and scissor lift) · Licence to Perform High Risk Work, forklift · White Card · Electrical Test & Tag · Heavy Vehicle / Light Rigid Licence · Driver's Licence

Training: visitor services emergency and threat response (ACMI, Federation Square) · extensive diversity and inclusion training across venues.