Justin Muir

Please describe your area of expertise and tell me about a few projects you are working on.

My background is in visual direction and animation production for video games. I worked for 20 years developing game titles for consoles such as Xbox and PlayStation. We've been working in a diverse range of areas recently – some journal covers along with some larger animations for biochemistry, neuroscience and astrophysics. We have some upcoming projects on the horizon including some video game development as well as some MOOC content.

What is your favorite part of your job?

It always comes down to being able to creating compelling visuals – however every project is diverse and unique in its blend of art, science and computation. I get to constantly learn about new areas of science in a lot of detail.

How can you help scientists and investigators at Northwestern better communicate their work?

Visualization, and animation specifically, is a wonderful tool for presenting complex concepts in a simple manner, particularly if some visual/spatial awareness is required. We break down the information to the intended audience in a personalized manner. Sometimes, animation can be more formal in presenting research for peers and at other times outreach to a wider, more lay audience to enable learning. Given the internet, animation content can be easily linked and shared.

Why did you choose to work at Northwestern?

One of the key attractions to me is working with researchers from different backgrounds who are striving to achieve some wonderful things that a lot of people are going to benefit from. Our group has the support and computational infrastructure to be able to create content at a high visual level which is unique within the academic space.