

Skills

Over 10 years experience working with cross-functional teams to produce interactive media products, events, and creative content for web, mobile, and 360° immersive platforms.

Experienced with open source web and agile workflows applied to production and design processes. Thrives working with in-house teams and agencies on experiential product marketing projects. Understands optimizing content for 3D display in After Effects, Maya, and Unity.

A team player connecting content experts and specialized production teams to diverse audiences through multimedia products, and live engagements.

Well versed in project scoping, programmatic development, budget management.

Skills

Project Management

MS Excel
Google Apps
Github
Basecamp
Slack
JIRA

Design

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Sketch
Adobe XD

Code

JavaScript
HTML5
CSS
jQuery
Processing
NodeJS
Arduino

References Available Upon Request

WORK EXPERIENCE *Select Freelance*

Crowdstaffing (onsite at Google, Brand Studio)

Interactive Producer

August 2018 - May 2019

Worked across departments and external agencies to produce two creative projects within Google's user trust initiatives.

Produced a 7,000 sq. ft. interactive exhibit and 3-day activation in San Antonio, TX dedicated to children's digital safety and online citizenship. Led content development, supported experiential game design and development, produced and managed video and photo documentation, and managed the approval process across Google divisions.

Managed editorial and interactive content production for the redesign and launch of the Digital Wellbeing website. Coordinated the development of an evaluation tool, new photo, and video content featuring on-the-street public and expert interview material, copywriting, and campaign launch assets.

Uniqlo x Star Wars UT Collection - Uniqlo

Producer

April - May 2019

Managed pre and post production on a campaign announcing the Uniqlo and Star Wars "Master of Graphics" collection designed by legendary Japanese streetwear designers, NIGO, Jun Takahashi and Tetsu Nishiyama.

Coordinated the shoot with creative director and small film/photo crew for a series of social media videos and in-store graphics. Developed shoot schedule, built visual moodboards for briefs, managed the production calendar and aligned creative direction with director for brand approvals with Uniqlo and Lucasfilm.

OneDome Global Immersive Experiences

Senior Program Manager, Digital

June 2018 - August 2018

Managed end to end product development, user testing, review cycles, and delivery of a flagship experience in San Francisco for a location based augmented reality (AR) entertainment startup.

Created a sprint production cycle and managed the communication across engineering, design + animation, marketing, stage production, and user-testing teams. Supported the executive team in planning, brand strategy, and solutions.

Walmart eCommerce

Creative Producer

April 2018 - May 2018

Produced stop-motion photo shoot on location for the launch of a social media campaign for the new Walmart e-commerce website. Worked across Walmart marketing and product divisions and an external creative and production studio throughout the lifecycle of the campaign.

Created detailed schedules, negotiated rates, specified usage rights, and managed all production budgets. Facilitated all production meetings to synchronize the creative direction with brand and marketing goals.

WORK EXPERIENCE *Select Freelance*

Awards/Grants

Creative Code Fellowship
Stamen Design & Gray Area Foundation for the Arts. June - August 2015

National Oceanic and Atmospheric Administration, Office of Education.
"The Worldviews Network: Ecological Literacy Programming for Digital Planetariums and Beyond". 2010 - 2013.

Yahoo Employee Foundation
"California Valley Oaks: An ecological journey through time." Planetarium program and live event. 2010 - 2012.

Google Earth Outreach/Tides Foundation
"A Global Water Story: Translating immersive content from the Planetarium to Google Earth." 2011 - 2012.

Education

Bachelor of Arts
Geography & History Majors, 2003
University of Victoria, B.C. Canada

GreenInfo Network

Interactive Project Manager, UX Lead

April 2017 - December 2017

Worked with mapping specialists and full-stack developers to shepherd interactive geospatial data products and marketing campaigns from inception to launch. Developed and refined basic UX principles and wireframes in consultation with clients and project team. Managed the research, design, and build process for an interactive map application and editorial website featuring at-risk forests within the supply chain for high profile fashion brands.

BioBricks Foundation, Stanford University

Video Producer

February 2016 - April 2017

Produced a series of concept videos as outreach tools describing the bionet - an open technology platform for peer-to-peer exchange of biomaterials and associated data. Hired and managed external film crew, editors, motion graphics specialists, voice-over actors, and sound engineers. Managed on location filming and developed production schedule and budgets.

Exploratorium

Data Visualization Researcher in Residence

February 2015 - October 2015

Worked with museum engineering and design staff and external scientific experts to design "Changing Shorelines", an interactive visualization about Bay Area sea level rise projected on a 3D relief map table exhibit. Currently on view.

Juice Design

Contract Project Manager - Creative Content

July 2014 - July 2016

Worked with a team of filmmakers, editors, and designers on special projects for an Agency-of-record focused on developing the Adidas Skateboarding program since its rebirth in 2006.

Research, asset management, and copy writing for creative briefs and pitches including Mark Gonzales, Pharrell Williams, and Nigo ad campaigns. Coordinated music licensing and distribution rights for films (web and feature length) with external contractors.

California Academy of Sciences

Data Visualization + Outreach Program Manager

June 2009 - June 2012

Translated research results involving biodiversity and climate change science into digital media products (web, video, immersive 360) for public audiences and external stakeholders. Produced five full-dome planetarium shows and live events at science centers around the United States as part of a three-year project funded by NOAA.

Production management, event production, data visualization, scriptwriting, storyboarding, and audience research. Optimized vector data and satellite imagery for rendering into 3D software (After Effects, Maya, Uniview, Unity).

**References Available
Upon Request**