

Education

New York University - B.S. in Digital Communications & Media *magna cum laude*

January 2009 / New York, NY

- Alpha Sigma Lambda Dean's Award for Excellence
- University Honors Scholar, 3.875 GPA

Professional Experience

Harvard University: The Berkman Center for Internet and Society Project Associate (Project Development and Media Production)

Summer 2008 / Cambridge, MA

- Designed curriculum for the "Creative Rights" project, a web tool designed to assist middle school educators teaching students about copyright and fair use
- Developed early iterations of "Creative Rights" project, including:
 - Interactive flash games built around fair use, licensing, and permissions concepts
 - Turnkey video lessons featuring live video, cartoon animation, and photo collage animation
 - Interactive video remix tool encouraging students to leverage their own creative expressions
 - Created graphical, cross-linked, Wikipedia-style resources for further learning
- Coordinated production of a new website for the "Digital Natives" project, comprised of a wiki, multiple blogs, audio and video podcasts, and social network (Facebook, Myspace, Twitter, StudioVZ) integration; Bridged gaps between academics, designers, and programmers
- Produced (from conception to post-production) audio, video, and photo-slideshow news pieces for the Berkman "Reporters In The Field" series, in support of the Born Digital book release
- Trained management and interns in media production and technical best practices
- Structured academic presentations; designed graphics, animation, and slides

Freelance – Media Production Consultant, Sound Designer, Music Producer

November 1999 – Present

- Design sound, compose and produce music, and engineer "record/edit/mix" sessions for educational and socially aware web, game, film, television, radio, and podcast projects
- Resolve technical issues and optimize media production workflows spanning multiple disciplines
- Assist clients in navigating complex music and sound effect licensing issues
- Multitask: simultaneously direct voice actors, musicians, and vocalists; develop characters and musical structure; operate audio recording equipment and software
- Contribute to visual and interactive design, scripts, edits
- Program interactivity and sound design using ActionScript in Flash

Freelance Clients Include:

American Civil Liberties Union (ACLU), Amnesty International, PBS and CPB (Corporation for Public Broadcasting), Columbia Law School's Human Rights Institute, Witness (Human Rights Watch), Ella Baker Center for Human Rights, HBO Films, Universal Records

Freelance Project Awards Include:

Hamptons International Film Festival: Audience Award, Most Popular Documentary Award / 1999
Canyonlands Film Festival: Film Award – Most Inspirational / 2000
Toronto International Film Festival: Official Selection / 2007
Hamptons International Film Festival: Official Selection / 2007
Flash Forward: Film Festival Winner / 2007
Interactive Media Awards: Best in Class Education category / 2007
Billboard Hot Dance Airplay #1 / July 25 - August 8, August 22, October 3 - 2004
Billboard Charts: Hot 100 #4, Year-end Chart #22 / 2004
RIAA Certified Gold Single / 2005

BrainPOP – Sound Designer, Audio Engineer, Web Production Consultant

June 2005 – Present / New York, NY

- Define and streamline complex technical workflows for a team of writers and animators producing weekly educational units featuring animations, games, and interactive learning tools
- Design sound to meet accessibility needs for English Language Learners (ELL), hearing-impaired students, and emergent readers
- Responsible for all aspects of audio production, uploading, and archiving for brainpopjr.com
- Direct voice actor in recording sessions and help develop main character for educational website
- Program Action Script for website infrastructure and work with developers to design and maintain content management system

BrainPOP Awards Include:

The Webby Awards: Official Honoree – Education category / 2006

Adobe Showcase: Site of the Day / February 28, 2007

Flash Forward: Film Festival Winner; Animation Award, Instructional category / 2007

Interactive Media Awards: Education Category- Best in Class, Family Category- Best in Class / 2007

Technology & Learning Magazine: Award of Excellence / 2007

WarpWhistle Music LLC – Partner and Co-Founder

March 2005 – August 2006 / New York, NY

- Composed, programmed, performed, recorded, and mixed music for TV advertising
- Negotiated, prepared and executed intellectual property contracts with clients and sub-contractors
- Negotiated financial arrangements for demos and on-air music production, including AFM contracts
- Directed musicians, composers, audio engineers, producers and sales representatives
- Created customized intranet solution to manage digital assets for limited client and sub-contractor access
- Established and managed relationships with major advertising agencies and post-production facilities

Grey WorldWide – Lead Audio Engineer

March 2000 – June 2006 / New York, NY

- Conducted thousands of “record/edit/mix,” sound design, and music production sessions for national radio and TV spots, web advertising, and interactive projects
- Managed junior engineers; Hired and trained assistant engineers and interns
- Improved efficiency by standardizing and streamlining employee workflow
- Led audio department in billings increase from \$300,000 to over \$750,000 annually
- Prepared media for broadcast via physical media or electronic delivery
- Composed, programmed, performed, recorded, and mixed music for TV advertising
- Performed as voice actor and Foley artist
- Developed extensive job tracking database system, providing comprehensive method for scheduling, estimates, invoicing, and archive management
- Rewired, upgraded, and maintained three Pro Tools suites, four Avid suites, and a six-operator machine room
- Advised fellow committee members on global development of a Digital Asset Management system with \$2 million budget
- Directed voice actors, announcers, and Foley artists

Advertising Project Awards Include:

Adweek "Best Spots of the Month" / June 2005

Ad Age "Spot of the Week" / Feb 12, 2006

Jetsonz Music – Freelance Audio Engineer and Consultant

January 2005– April 2005 / Newark, NJ

- Recorded, mixed, and co-produced music, including original material for Universal recording artists Nina Sky and remixes of Ray Charles and Carlos Santana
- Coordinated transition from a hardware-only to a mixed hardware/software environment
- Advised in the purchase of \$80,000 of musical and recording equipment and construction
- Wired studio equipment for maximum flexibility
- Developed multiple workflows using MPC, Pro Tools and Reason as master hosts
- Trained Jetsonz music production team to use its new studio

RedRover Music LLC – Co-founder, Manager, Composer, Vocalist, and Musician

August 1995 – November 2003

- Performed original material in 450+ appearances, serving as band leader, vocalist, and guitarist
- Booked and managed two national tours, which included 100+ shows per year in 2000-2003
- Managed public relations and media campaigns
- Negotiated record contracts; Authored copyright licensing contracts
- Developed business plans and budgets; Managed finances
- Produced and engineered two high production releases and four low production releases

Digital Fluency

- Extensive knowledge of media production, especially technical process and workflow optimization
- Knowledge of music and sound effect licensing, complex copyright issues
- Extensive technical knowledge of operating systems and web technologies
- Strong understanding of computer networking technologies; understanding of basic computer science and programming theory

Programming: ActionScript as related to sound, comfortable with HTML/CSS and PHP, MySQL

Interactive Design: Dreamweaver, comfortable with Flash

Video: Final Cut Pro; basic knowledge of Avid, Premiere, After Effects
basic knowledge of codecs and compression

Graphic Design: basic knowledge of Photoshop, Image Ready, Fireworks, Illustrator

Productivity and Project Management: GTD methodology, OmniFocus (alpha tester), OmniPlan, office suites, basic knowledge of with various web-based systems

Information Management: DevonThink, basic knowledge of FileMaker Pro, Access,

Information Visualization: OmniGraffle, Microsoft Visio, various mindmappers

Audio and Music Production: Expertise with audio utilization in Flash, including action-scripting
Expertise in the digital audio process and theory; understanding of acoustical science and music theory
Expertise with ProTools in post-production environments, including MIDI and integration with soft sound-modules; comfortable outboard MIDI controllers and sound modules
Guitarist, rock/pop vocalist, performances on hundreds of music and post-production projects

Activities and Interests

Students for Free Culture, NYU – President

2007 – Present / President Fall 2008

- Promoted the public interest in intellectual property, information & communications technology policy
- Assisted with coordination of agenda for global organization; Helped draft the “Open University” plan for 2009/2010, an effort to persuade academic institutions to adopt free culture principles
- Traveled to UC Berkeley with club officers to participate in first annual SFC conference
- Helped organize salons, lectures, and screenings, bringing distinguished speakers to NYU
- Recruited members, and organized bi-weekly meetings

SCPS Strategic Planning Committee, NYU – Advisory Student Representative

Spring 2008

- Advised Dean, Divisional Deans, Program Directors, and Assistant Directors in setting long-term strategy for increasing class growth, student retention and developing school image
- Primary advisor on proposed website redesign

Memberships:

Audio Engineering Society; ASCAP; American Federation of Musicians (AFM); American Civil Liberties Union (ACLU); Electronic Frontier Foundation (EFF); Free Software Foundation/Defective by Design; Richard Dawkins Foundation; Institute for Humanist Studies; Secular Student Alliance

Media Production Projects

Project Clients Include:

Social Change: American Civil Liberties Union (ACLU), American Friends Service Committee (AFSC), Amnesty International, Breakthrough.tv (International Human Rights), Columbia Law School's Human Rights Institute, Ella Baker Center for Human Rights, Witness (Human Rights Watch)

Educational: BrainPOP, St Mary's Hospital, Berkman Center for Internet and Society, Shell Oil

Television and Film: Corporation for Public Broadcasting (CBS), Discovery Channel, Public Broadcasting Service (PBS), HBO Films, Matson Films

Record Labels: Universal, RoadRunner, Decibel, Eyeball

Web: TrueValue Hardware, Popular Photography Magazine, TANKindustries

Toy Production: Jakks Pacific, Sweet Spot Studio

Advertising: 3m (*Scotchbright products, Scotch Tape, Post It Notes*), Aetna, Allergan (*Botox*), American Plastics, American Egg Board, BellSouth, Coca-Cola, ConAgra (*EggBeaters, Hebrew National, Hunt's, Kid Cuisine, Marie Callender's, Reddi-wip*), Dairy Queen, Diagio (*Captain Morgan, Crown Royal, Jonnie Walker, Seagrams Crown 7, Tanqueray, VO/VO Gold*), Eli Lilly (*Cialis*), Ethan Allen, Frontier Airlines, GlaxoSmithKline (*Abreva, Aquafresh, Flonase Imitrex*), Hess, Juvenile Diabetes Research Foundation, ManPower, M&M Mars (*Twix, Milky Way, M&Ms, Starburst*), Nokia, NY Lotto, Olive Garden, Oracle, Panasonic, Playtex (*Banana Boat*), Pringles, Proctor and Gamble (*Clairol, CoverGirl, Dove, Downey, Febreze, Joy, Pantene*), Sears (*KMart*), Shane Diamonds, Smithfield Foods (*Armour Hot Dogs*), J.M. Smuckers Company (*Jif, Smuckers*), Unisys, Wyeth Consumer Healthcare (*Advil, Chapstick*)

Interactive Projects Include:

BrainPOP, BrainPOP Jr. – educational websites designed for classroom use, serving over three million unique visitors per month

GetSmartWired – learning disabilities evaluation tool

TearItDown – advocacy website ("You can tear down Guantanamo Bay, one pixel at a time...")

I Can End Deportation (ICED) – educational video game raising awareness of civil liberties abuses related to immigration issues

Freestyle Love Supreme – website promoting comedic improv hip-hop troupe

Fifi & Romeo – website promoting a unique pet store, featured in Fox TV show "The Simple Life"

Film Projects Include:

Brooklyn Lobster – dramatic feature, presented by Martin Scorsese

Straight Down Flatbush – political satire featuring Brooklyn hipsters practicing a dry run of a disaster evacuation plan, post Sept 11th

Glorious Mustache Challenge – comedy documenting the resurgence Mustaches in men under thirty

Rights On The Line: Vigilantes at the Border – documenting civil rights abuses of the Minute Men project

Seeds of Peace – documenting a joint Palestinian / Israeli summer camp

Books Not Bars – advocating youth opportunities over youth incarceration in California:

When Bones Talk – documenting the exposure of human rights abuses by forensic anthropologists

September 12th: Life After Tragedy – documenting the lives of Sept 11th victim family members

The World's Best Prom – documenting the extravagant prom traditions of Racine, Wisconsin

Independent Spirits: The Faith and John Hubley Story – documenting the lives of animation pioneers

It Takes a Thief – on-camera talent for TV show educating best practices in home security

Albums / EPs / Singles Include:

Universal Records – Nina Sky: Move Yo Body single

Decibel Records – RedRover/DharmaBoys: RR/db split EP, RedRover: singles EP

Eyeball Records – The Oval Portrait EP