Kelsey Livingston

Project Manager for Interactive Media

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Summary

Producer of location-based interactive exhibits, games, and apps designed to educate and inspire. Six years of experience leading multidisciplinary teams through the development of sophisticated interactive software, from concept to post-launch maintenance. Cultivates a fantastic rapport with clients, exhibit design firms, and AV integrators, resulting in elegant interactive experiences designed for both physical and virtual spaces. Excels at bringing web, mobile, and location-based projects in on time and on budget.

Experience

Freelancer, Rio de Janeiro   2013-2015

TECHNICAL CONSULTANT (Museu do Amanhã/Museum of Tomorrow) Managed the testing of a user-friendly system designed to take in scientific data and regularly update digital exhibits for a groundbreaking future-focused science museum opening in Rio de Janeiro in 2015. Also consulted on the creation of an educational program and mobile app for visitors.

PRODUCER (Cortina Productions) Wrote the winning proposal for the new *American Enterprise* exhibit at the Smithsonian's National Museum of American History. Developed design documents, researched content, wrote scripts, and selected visual media for 15 interactive exhibits for touchscreen, multi-user touch table, and Kinect.

WRITER (Cortina Productions) Wrote audio tour stops and "breaking news" text updates to be used in the Oklahoma City National Memorial and Museum mobile app.

TECHNICAL PROJECT MANAGER (Free Range Studios) Oversaw technical aspects of a personalized video campaign designed to put viewers in the role of a modern day human trafficking victim. Solved technical challenges associated with seamlessly integrating dynamic text (such as viewers' first and last names) into a static video.

PROJECT MANAGER (Alley Interactive) Drove the creation of a new story-driven fundraising website for the Montefiore School Health Program.

UX (Wisconsin Media Lab) Designed UX documentation for developers showing new functionality for a website to help teachers use games to teach reading. Designed wireframes and sitemap for *Thinking Visually,* a tool to help students create story maps.

Free Range Studios, Washington, DC   2012-2013

PROJECT MANAGER   Managed project teams of designers, strategists, and technologists in the creation of over 20 story-driven projects to promote social change, including websites, infographics, campaigns, and branding materials.

- Handled all aspects of client and partner relations, resolving issues related to project scope, budget management, schedule coordination, and contract negotiation.
- Secured appropriate staff for each project, allocated hours and budget, promoted team-wide budget adherence, and tracked and reported project financials.
- Wrote brand copy, performed research, edited draft documents, and conducted quality assurance for all web projects.

Major Clients:

Autodesk Created **Autodesk's 2013 Sustainability Report** and a new messaging platform.

NeighborWorks America Developed and focus group-tested a new campaign to raise awareness of the homeownership services offered by their 240 affiliates.

United Methodist Church's GCORR Managed the creation of a new organizational website.

Human Rights First Oversaw the design of a new website, including parallax elements.

Carbon War Room Clarified complex ideas in infographics for **M2M Technologies Report.**

Experience cont.	**Cortina Productions**, McLean, VA 2009-2012

Supervised production of more than 60 games and interactive educational museum exhibits for large format touch screens and mobile devices, including contracts worth over USD 1M.

INTERACTIVE PROJECT MANAGER   Oversaw many of the studio's largest engagement from discovery to installation and launch; managed budget and schedule and ensured effective, consistent communication with co-workers, subcontractors, and client executives.

- Worked closely with other director-level staff to improve the interactive production process, resulting in a process that maximized staff utilization and minimized rework.
- Evangelized developments in museum technology to the rest of the company, including augmented reality, gesture interfaces, and new methods of accessibility.

Major Clients:

The Henry Ford Implemented a suite of ground-breaking applications for the museum's signature exhibit *Driving America*, including 12 games and a system for that allowed visitors to curate their own collection of digital objects in the exhibit or at home.

The Smithsonian's National Zoo Managed content creation for the **National Zoo App**, an iOS/Android app featuring animal cams, a photo activity, and 300 animal descriptions.

The Kennedy Space Center Visitor's Complex Developed interactive exhibits for the new **Space Shuttle Atlantis Attraction** to make the science of space accessible to visitors.

The LBJ Presidential Library Developed the new **LBJ Library Tour App** for iOS and Android, featuring a multimedia tour narrated using historical recordings of Mrs. Johnson.

ASSOCIATE PRODUCER   Managed the development of 15 exhibits, including 2 multi-station interactive tables and a blue-screen video booth for the **Ronald Reagan Library**. Led concept development, research, and copy writing, and quality assurance for all installations.

- Resolved competing feature requests from internal teams, outside vendors, and client team members, and ensured consistent written and visual style across exhibits.
- Programmed interactive video application using Actionscript 3.0, and edited audio, video, and photos as needed.

Thinkwell Group, Burbank, CA 2009

PRODUCTION INTERN Supported the installation and run of the Thinkwell Group exhibit *Sesame Street Presents: The Body* in Hollywood, California.

Education	**Carnegie Mellon University**, Pittsburgh, PA May 2009

MASTERS OF ENTERTAINMENT TECHNOLOGY (MET) A project-based, professional, terminal degree focused on game design, interdisciplinary teamwork, presentation skills, and interactive experience development for education.

Smith College, Northampton, MA May 2007

B.A. MATH AND COMPUTER SCIENCE awarded magna cum laude

Skills	

SOFTWARE Microsoft Office, Google Docs, Dropbox, Autodesk Maya 8.0, Final Cut, Adobe Creative Suite CS4, Omnigraffle, Basecamp, Workamajig

PROGRAMMING Python, ActionScript 3.0, HTML/CSS, JavaScript

LANGUAGES English and Brazilian Portuguese