



## EDUCATION

### **Tisch School of the Arts at New York University: Interactive Telecommunications Program (ITP)**

*Master of Professional Studies: GPA 3.9, New York, NY, 2009*

### **University of the Arts London: Chelsea College of Art and Design**

*Bachelor of the Arts in Fine Art: Honours Upper Second, London, UK, 2007*

### **University of Cambridge: Summer Session**

*Concentration in Microbiology & Concentration in Anthropology, Religion and Psychopathology, Cambridge, UK, Summer 2006*

## EXPERIENCE

### **Razorfish :: New York, USA, User Experience Designer (February 2010 - Present)**

- Creating the information architecture for transactional, informational, and marketing digital applications
- Understanding and translating users needs and goals into creative concepts and functional components
- Collaboratively developing prototypes for demonstration of concepts to clients
- Conducting & participating in market research, competitive audits and user testing

### **NBC Universal :: New York, USA, Technical Production Junior Staffer (Dec 2009 - Jan 2010)**

- Interactive media product development
- Brainstormed interactive campaigns for television series on the USA network
- Tested, designed and tracked content and user interface for web/wap/apps for Sports and Olympics products

### **iMentor :: New York, USA, Volunteer Mentor (September 2009 - Present)**

- Help high school students in underprivileged areas around NYC realize and help reach their goals

### **Avatar Fight Club :: New York, USA, Founder/Director/Animator/UI Designer (June 2009 - Present)**

- Avatar Fight Club (AFC) is a massive multiplayer online game (MMOG) that integrates a user's social identity for the ubiquitous web.

### **Freelance :: Fashion Print/User Interface/Product Development/Animator/Social Media (June 2008 - Present)**

#### **SenseBowl, New York, USA**

- Organize, maintain and update social media campaigns to grow awareness and business

#### **New York Hot Dog & Coffee New York, USA (Temporarily Closed for Re-Branding)**

- Organize, maintain and update social media campaigns to grow awareness and business

#### **Simple.PR, New York, USA**

- Flash animated video pitch

#### **Steve Martino & Associates, New York, USA**

- Designed prints for junior contemporary apparel including Urban Outfitters and Forever21
- Prepared line sheets, tech-packs, and color mood boards

#### **Centrl.com, New York, USA**

- Designed and built tutorials for web/wap interface

#### **LexDex.com, Shanghai, China**

- Conceptualized features and designed wireframes for various components of the site
- Helped create a comprehensive strategy integrating product development, design & marketing
- Conducted focus groups and tissue paper testing

### **ALS Greater New York Chapter :: New York, USA, Design Technology Intern (Jan 2008 - June 2008)**

- Conceptualized and built from scratch a new assistive learning tool for ALS patients
- Worked to further various technologies for people with disabilities
- Conducted user research and surveys including visiting patients and focus groups



**Simon Tyszko (London-Based Media Artist) :: London, UK, Artist Assistant (December 2006 - August 2007)**

- Redesigned and built installation space for Artist's exhibition
- Handled all public relations for the launch of the exhibition including developing contacts at various media and acquiring a number of sponsorships

**Art Below Zero (Design/Art Media Agency) :: London, UK, Graphic Designer (May 2006 - August 2006)**

- Designed print advertisements for various artists that were displayed around the city including metro stations
- Logo design work

**7th Floor Productions :: New York, USA, Film Production Intern (June 2004 - September 2004)**

- Script coverage including 'Lord of War', 'Blackballed: The Bobby Dukes Story' and 'Gardener of Eden'
- Developed and designed press kits and promotions for various films

## SKILLS

**Web / Mobile Applications:** (x)HTML, CSS, PHP, MySQL, JavaScript, AJAX, Actionscript 2.0/3.0

**Design / Video / Motion Graphics:** Adobe CS5, Final Cut Pro, Maya, iStopmotion

**Other:** Processing/Java, C, Pd-Extended, Microsoft Office

**Hardware:** Mac/Windows OS, Arduino Microcontroller, Physical Computing Sensors (xbee, force, tilt,...)

**Fabrication:** Molding / Casting, Sewing, Pattern Cutting, Printmaking, Carpentry

## PRESS *(links to press can be found at [www.babsooneeh.com/press](http://www.babsooneeh.com/press))*

**Advertising Age:** December 2008

**Wiredset.com:** December 2008

**ACP Magazines:** May 2008

**CraziestGadgets.com:** May 2008

**Gizmodo:** May 2008

**Nick McGlynn Blog:** May 2008

**Radio 2cc:** May 2008

**Ubergizmo.com:** May 2008

**Weberence.com:** May 2008

## Exhibitions

### New York

New York University ITP Spring/Winter Show 2008

### London

Chelsea College of Art and Design Degree Show 2007

Chelsea College of Art and Design Summer/Winter/Spring Show 2004 2007

The Crypt 2005

Camberwell College of Arts Foundation Show 2003