

Erin Genett, DESIGNER & MULTIMEDIA PRODUCER

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Professional Experience

Berklee College of Music, DEPARTMENT OF DIGITAL LEARNING

MULTIMEDIA DESIGNER: October 2013 – Current
Design branding systems for Berklee's Undergraduate and Masters online programs.
Develop iconography, instructional graphics for new online courses and tracks.
Conceptualize and produce creative media in collaboration with instructional designers and faculty. Manage and direct student employees.

MANAGING INTERACTIVE PRODUCER: May 2012 – October 2013
Managed a team of developers and multimedia producers in ideation, project planning, development, and implementation of curriculum based interactive tools and games.
Lead a summer long initiative to convert all Flash media to open web technologies.

SENIOR UI DESIGNER: March 2010 – May 2012
Designed user interfaces, iconography and style guide for several high-level college initiatives. Developed learning resources, informational graphics and interactive tools to enhance the curriculum of the PULSE Music Method and Berklee's online courses.

INFORMATION ARCHITECT: May 2008 – March 2010
Established content hierarchy and user interfaces for PULSE Music Method Curriculum website. Developed branding, iconography and visual style guides for site-wide usage.
Collaborated with curriculum writers to design instructional graphics.

Treebeard Media, FREELANCE MEDIA PRODUCTION

ART DIRECTOR: April 2010 – current
Responsible for art direction, visual design and project management for creative projects for artists and entrepreneurs. Services include branding, print design, web design, illustration, photography, and video production.

Northeastern University, COLLEGE OF ARTS & SCIENCES

MULTIMEDIA STUDIES LECTURER,; Fall 2009
Taught Hypermedia class to Multimedia students. Planned curriculum, lectures and assignments to give students a better understanding of web usability principles, project management and multimedia collaboration.

ART + DESIGN TEACHING ASSISTANT: September 2004 – May 2008
Assisted with both Interactive Design and Digital Tools courses for the Art + Design Department. Prepared and provided weekly tutorials for software & design principles.

Skills

Branding	Adobe Creative Suite
Graphic design	Information architecture
Photography	Interactive & UI/UX design
Video production	HTML & CSS development
Motion graphics	Social media management
Illustration	Project management
Lettering	Usability testing

Education

Northeastern University, M.S.

TECHNOLOGICAL ENTREPRENEURSHIP
Spring 2007 – Fall 2008

Northeastern University, B.S.

GRAPHIC DESIGN & MULTIMEDIA STUDIES
Fall 2002 – Spring 2007

Burren College of Art

FINE ART & PHOTOGRAPHY STUDIES
Ireland, Summer 2006

Organizations

BERKLEE COMMUNITY BUILDING
Committee member

MICHAEL LOVERME MEMORIAL FOUNDATION
Communications committee member
Computer clinic presenter

GIRLS ROCK CAMPAIGN BOSTON
Volunteer & participant

Professional Development

UX FEST
Freshly Tilled Soil, Fall 2014

BOSTON GIRL GEEK DINNERS
Various locations, Summer 2014 - Current

MASS COLLEGE OF ART
Drawing I, Fall 2013
Animation Basics, Spring 2011

SXSW INTERACTIVE & MUSIC
Austin, 2011, 2012, 2013

LEARNING & THE BRAIN CONFERENCE
Boston Convention Center, Fall 2011

MUSIC HACK DAY BOSTON
NERD Center, Fall 2011

HTML5 FOR DESIGNERS WORKSHOP
Bocoup Loft, Spring 2011