

# Pravin Sathe

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## Education

Interactive Telecommunications Program (ITP), New York University, New York, NY – MPS, 2008.

New York University, New York, NY - BA in Politics and Economics, 2003

## Experience

### **Associate Experience Lead, HUGE, Brooklyn; New York, NY - Present**

Concepting, wireframing, site maps, user flows, user research, personas, prototyping, content strategy, client pitches, heuristic analysis, competitive analysis, requirements gathering, search engine optimization, stakeholder interviews, story boarding, taxonomy development, strategy.

Leading small teams, mentoring peers, developing strategy and driving projects to successful conclusions for users and clients.

Clients include: Target, JetBlue, Under Armour, Adult Swim, Samsung, Ericsson, Nutrisystem & IPG.

### **Senior Interaction Designer, HUGE, Brooklyn; New York, NY - 2010 – 2011**

### **Interaction Designer, HUGE, Brooklyn; New York, NY - 2009 – 2010**

### **Innovation Researcher, EdLab @ Teachers College, Columbia University; New York, NY – August 2008 – 2009**

I was asked to design web and mobile applications to solve education, publishing and library problems and needs that I identified. Projects developed are listed below:

PocketKnowledge Viewer – an online gallery system for PocketKnowledge (proposal, wireframes, xhtml, css, php). Launched March 2009

Conference – an online and mobile parent-teacher conference (proposal, wireframes, xhtml, css, php). Prototype June 2009

Inventorizer – an online inventory and user management system for small publishers and schools (proposal, wireframes). Prototype July 2009.

Teachers College Record (TCR) and NSSE – a rethink and redesign of TCR and NSSE, two of the leading journals in education. (research, proposal, wireframes, tech spec, art direction). Launching Winter 2009.

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LiveSyllabus – a syllabus and assignment creation tool that decreases redundancies in the Library (wireframes, paper abstract). Launching Fall 2009, paper presented at TCETC 2009.

Connections – an online tool that connects students and schools with non-profits based on the interests of each and the services provided by the school or non-profit (proposal, wireframes).

AfterEd TV - redesign of the AfterEd TV website (proposal, wireframe). Launching Jan. 2010.

#### **Intern, frog design; New York, NY - Summer 2007**

Developed wire frames for GE healthcare's website relaunch, created user research video for iVillage, developed wire frames GE's internal RSS reader. Created presentation for market opportunities in the mobile space for GE.

#### **Communications and Program Associate, Legal Momentum; New York, NY - 2005-2006**

Project manager for redesign of Legal Momentum website. Developed CSS and custom Movable Type templates for site. Responsible for all web based media implementation of communications directives including email blasts and content creation and posting.

#### **Mathematics Teacher, Washington Irving High School; New York, NY - 2003-2005**

Taught mathematics (Algebra, Geometry and Trig) to grades 9, 10, 11 and 12 in low-performing urban school.

#### **Fellow, NYC Teaching Fellow; New York, NY - 2003-2005**

#### **Art Editor and Art Director, ITS Visual Speech Magazine; New York, NY - 2001-2002**

Designed magazine layout, produced Gary Simmons (issue 4), Casson Demmon and Lilah Freedland (issue 4); produced Jim Shaw (issue 3).

#### **Assistant, The Studio of Tony Oursler; New York, NY - 1999-2001**

Installed "Pods; Antennae; Transmissions" at Metro Pictures Gallery, NYC

Researcher for the Museum of Modern Art's commission of "Timestream" project

Researcher and participant in Target Art in the Park's (sponsored by Target department stores and the Public Art Fund) commission of "The Influence Machine" at Madison Sq. Park, NYC.

Various tasks including painting and drawing.

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**Assistant Researcher, Medical Department at Brookhaven National Laboratory (BNL); Brookhaven, NY - 1998-1999**

Creation of data plots of survival rates of rats, gerbils and ducks for the advancement of Microbeam Radiation Therapy (MRT)

Dissections of rat and gerbils using perfusion technique; data collection; plotting and analysis of survival plots, web-site design and irradiation of rats at National Synchrotron Light Source (NSLS).

Analysis of brain scan images at SUNY Stony Brook University Health Center (see bibliography for corresponding publications)

**Bibliography**

***Spinning Culture : DJ Spooky, NY Arts Magazine - 2005***

"Spinning Culture : DJ Spooky" NY Arts Magazine July/August 2005 Vol.10 No. 7/8.  
[http://nyartsmagazine.com/pages/nyam\\_document.php?nid=749&did=2205](http://nyartsmagazine.com/pages/nyam_document.php?nid=749&did=2205)

***Art, Talks / Tony Oursler : Projecting the Psyche, NY Arts Magazine - 2004***

"Art, Talks / Tony Oursler : Projecting the Psyche." NY Arts Magazine Nov/December 2004, Vol. 9 No. 11/12

***Art, Talks / Steven Montgomery : Sculpting Time, NY Arts Magazine - 2004***

"Art, Talks / Steven Montgomery : Sculpting Time." NY Arts Magazine. July/August 2004, Vol. 9 No. 7/8. <http://www.nyartsmagazine.com/articles.php?aid=220>

***Freedom of the Internet, WireTap Magazine - 2003***

"Freedom of the Internet." WireTap Magazine.  
<http://www.alternet.org/story/16031/?page=entire>

***Response of Avian Embryonic Brain to Spatially Segmented X-ray Microbeams, Cellular and Molecular Biology - 2001***

"Response of Avian Embryonic Brain to Spatially Segmented X-ray Microbeams." Cellular and Molecular Biology 47: 485 – 94, 2001.

***High Tolerance of Duck Embryo Brains to Parallel X-Ray Microbeam Arrays for the 9th International Symposium of Pediatric Neuro-Oncology, San Francisco, CA - 2000***

High Tolerance of Duck Embryo Brains to Parallel X-Ray Microbeam Arrays for the 9th International Symposium of Pediatric Neuro-Oncology, held on June 11-14, in San Francisco, CA.

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## **Solo Exhibitions**

### **1995 The Collection**

Brookhaven National Laboratory

### **2009 REDACTED**

EdLab @ Teachers College, Columbia University

## **Group Exhibitions**

### **May 15, 2008 “Suspended on a Road From Here to There”**

ITP, New York University

### **February 15, 2008 “Hillary”**

CUNY Grad Center

### **December 2007 How You See It**

ITP, New York University

### **May 2007 Detritus (III - XIV) / T O P O L O G Y / The Tides / The Sun Sentinel**

ITP, New York University

## **Skills**

html, css, php and mysql, javascript, Maya, isosurf, Rhino, Adobe Photoshop, Illustrator, In Design, Quark XPress, Final Cut Pro, Macromedia Flash, Fireworks, Freehand, Microcal Origin 5.0, Sigma Plot 4.0, Microsoft Office.

## **References**

Available upon request.