

VANESSA BERTOZZI

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• PROFESSIONAL OBJECTIVE •

A qualitative researcher & new media developer with a background in innovative practices, emergent technology & education. Team-player with excellent communication & negotiation skills in interfacing with clients & technologists. Creative & strategic thinker, able to produce polished deliverables that guide ideation, branding & usability. Conversant in French, Italian & some Spanish. FinalcutPro5, Photoshop7, Illustrator 10, ProTools, some Flash, Dreamweaver, HTML, CSS.

• EDUCATION •

Massachusetts Institute of Technology • M.S., Comparative Media Studies, 2006 • GPA: 5.0

Research Fellow Project New Media Literacies (MacArthur Foundation) **Cambridge, MA 2005-6**

- Conceptualized & produced open-source, interactive educational tools & curricula.
- Researched new media & education in a think tank environment.
- Spearheaded outreach to other organizations & represented Project NML at conferences.

Teaching Fellow Terrascope Radio (ESI freshman learning community) **Chile/Cambridge, MA 2006**

- Taught storytelling & production for a semester-long radio documentary class.
- Chaperoned/mentored MIT freshman doing field recordings & tsunami research in Chile.

Qualitative Researcher E-Lens (MIT Media Lab) **Catalunya, Spain, 2005**

- On-site ethnographic research (video, photo, audio observation & interviews).
- Phase 1 ideation & development of interactive “Smart phone” mobile media platform.
- Leveraged high profile client relations (Generalitat of Catalunya, Spain).

New Media Storyteller History Unwired (the Venice Biennale) **Venice, Italy, 2005**

- Ideation, production, & implementation of interactive PDA walking tour content.
- Conducted information architecture & interface usability testing.

Written Work **Cambridge, MA 2004-6**

- 216-page thesis with 5 original case studies, focusing on grassroots educational innovation & informal scaffolding in a new media environment:
"Unschooling Media: Participatory Practices among Progressive Homeschoolers."
- “Young Artists” chapter in anthology *The Next Great Transformation in the Arts*, Vanderbilt’s Curb Center for Art, Enterprise, & Public Policy. Co-authored with Professor Henry Jenkins.

MIT Alumni Extern (interactive museum exhibit intern with David Small at Small Design Firm, Inc),

Sun Fellow (MIT International Studies) & *Arts Scholar* (MIT Council for the Arts).

Harvard University • B.A. Magna Cum Laude, Visual and Environmental Studies, 2001

- Filmmaking thesis, minor in Art History. *Radcliffe Travel Fellow* (2000).

• EMPLOYMENT •

Director of Communications/Editor in Chief • *Etsy’s Storque e-zine* **Brooklyn, NY, 2007-present**

- Develop & produce content relating to the handmade lifestyle; manage in-house projects.
- Coordinate with like-minded organizations & the Etsy community to generate content.

Consultant & Ethnographer • **IPG Media The Consumer Experience Practice** **Manhattan, NY, 2006**

- Researched fans of the superhero genre across various media channels.

Convergent Media Producer • **Open Source on PRI** **Cambridge, MA, 2005**

- Conceptualized & implemented new media content & functionality solutions for a ground-breaking radio/web start-up. Blogged & produced shows.
- Managed & developed community through dialogue.

Assistant Producer-Editor • **Eyepop Productions** **Manhattan, NY, 2002-2003**

- Researched & produced films for corporate clients, PBS Kids, AMC, & festival circuit.

Associate New Media Producer • **Picture Projects** **Manhattan, NY, 2001-2002**

- Ideation & Phase 1 research for interactive websites & installations (*Six Months* for WNYC, Peabody Award-winning *Sonic Memorial Project* for NPR, & *Enterprising Women* exhibit for Radcliffe).
- Produced segments, managed editors, edited content database, & designed interactive maps.