

Dakota Deady

Video Producer, Writer, UX Consultant
(A strange combo, I know)

Email: dakotadeady@gmail.com
Portfolio: dakotadeady.com

Work Experience

Google

Mobile UX Solutions Architect
May 2022 - Present

- Consulted with clients, optimizing their site and app UX based on business objectives.
- Scaled team efforts through shareable videos and AI solutions.

BuzzFeed

Video Producer
May 2019 - April 2022

- Wrote, produced, and directed over 100 cross-platform videos and series for BuzzFeedVideo, BuzzFeed Multiplayer, and Bring Me - totalling over 200 million views.
- Developed social strategy to grow multiple social channels by hundreds of thousands of subscribers/followers.

Snakt

Social Content Producer, Lead Designer
April 2016 - May 2019

- Produced and edited social content for existing and emerging social platforms, including photoshoots, video shoots, and pop up events.
- Redesigned two social video applications from the ground up, collaborated with developers to deliver app assets.

Film & TV Work

Writer/Director - "Maggie" Short Film
Editor - Flo Rida "Cake Challenge"
Producer - Neigene Beauty Web Ad
Art Director - LovePop Valentines TV Ad
Art Director - LovePop Holiday Ad
Art PA - "Here and Now" Gesture Film
Creator - Dakota Deady Social Channels With 2M+ Views

Education

NYU Tisch

BFA Film & Television Production
Graduated May 2018

Skills

- Adobe Creative Suite
- Avid Media Composer, Pro Tools
- Figma
- HTML/CSS/Javascript
- Content Strategy
- Production Coordination
- Directing
- Script Writing
- Project Management
- User and A/B Testing
- Collaboration

Accolades

NYU Producer's Grant

October 2017

Steve Bing Scholarship

May 2018

Tony Hawkins Award

Special Commendation for 'Wool'
April 2015

Hobbies

- 3D Printing
- Trivia Host
- Cooking
- Embroidery