Eric Osherow
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Education

Tufts University, School of Engineering, Gordon Institute, Medford, MA   *May 2020*
    Masters of Science in Innovation & Management

Tufts University, School of Arts and Sciences, Medford**,** MA   *May 2019*
    Bachelor of Arts in Philosophy, International Literary & Visual Studies,
    Minor in Studio Art, Concentration in Computer Science

Skills

Programming Languages: C++, JavaScript, CSS, HTML

Applications: Unity, Maya, Adobe Suite, Final Cut Pro, OpenFrameworks, Git

Methodologies: Human-Computer Interaction, Design Thinking, Agile Development

Relevant Courses & Projects

Courses

- **Technical**: Data Structures, Web Development, Human-Computer Interaction, Game Design
- **Management**: Product Innovation, Finance for Tech Firm, Marketing/Business Com, Impact Leading

OpenSea Initiative, *Co-Founder, Mapping The Ocean's Benthic Zones*   *Sep 2019-Present*

- Develop solution to address the rampant need for robust mapping of benthic zones
- Manage the workflow of project: concept, research, design, hardware, software integration
- Implement image processing algorithms to analyze footage of undersea

Wishing Pool, *Interactive Digital Art Installation*   *Feb-May 2019*

- Created a fully interactive, mixed reality art installation
- Utilized Processing and FreeKinect API to augment the effects of an object entering a pool of water
- Implemented high performance graphics, object tracking, and engineering design

CharityFinder, *Web-Based Application*   *April-May 2019*

- Utilized Agile development process to create web-based search application with team of 4
- Designed and developed front-end to display results to users
- Created a scalable codebase for multi-developer implementation of front-end

Environmental Defense, *Unity 2D Game*   *Oct-Dec 2018*

- Managed the development and integration of 2D and 3D art assets
- Designed cohesive game aesthetic and narrative

Professional Experience

Spectrum Reach, Charter Communications,   *May-Aug 2018*
Product Marketing, Content & Categories, Intern, New York, NY

- Strategized with management in the development of Q4 sales initiative
- Focused and developed targeting strategies for advertising campaigns
- Researched, organized, and designed wireframes for advertising campaigns

The Perfect Granola, *Brand Strategy Consultant,* Medford, MA   *Jan-May 2018*

- Developed marketing and brand strategy for consumers products startup
- Conducted market research and performed competitive analysis
- Utilized Hubspot CRM to manage campaigns, generate leads, and define targets

Leadership Experience

Tufts University Social Collective, *Freshman, Sophomore Marketing Chair*   *Sep 2015-May 2017*

- Managed, developed marketing campaigns for events of 50 to 3,000 attendees
- Allocated approximately $60,000 marketing budget
- Developed and implemented "house of brands" style rebranding of campus organization