

ALIZA PAI

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WORK EXPERIENCE

Pearson Foundation, *Mill Valley, CA*

June 2012 - December 2012

PRODUCER

Pearson Foundation promotes literacy and learning through multimedia projects and initiatives. Built and improved two noteworthy sites: NationalMockElection.org and WeGiveBooks.org.

- Managed development of the new NationalMockElection.org, the nation's largest civic engagement project in which close to two million students voted in November 2012.
- Spearheaded research with parents, teachers and kids to identify strategies to improve usability of WeGiveBooks.org, an interactive reading platform and philanthropic project.
- Created content, wireframes, product specifications and schedules to develop assets geared at K-12, adult and mixed audiences.

Volunteermatch.org, *San Francisco, CA*

December 2008 - May 2012

PRODUCT MANAGER

Volunteermatch is the nation's leading service that connects volunteers and nonprofits. Conceived, designed and managed development of products for corporate clients, volunteers and nonprofits administrators.

Notable achievements include a new administrative dashboard, which immediately helped nonprofits update their information and eliminate thousands of outdated opportunities clogging the database.

- Oversaw product development with a team of engineers, designers and testers.
- Created user stories, wireframes and specification documents.
- Collaborated and managed relationship with clients including Google, Target, Morgan Stanley, Habitat for Humanity and American Red Cross.
- Lead user interviews and product tests from conception through release.
- Conducted training sessions and demos for prospective and existing users.
- Trained and proficient in agile development (SCRUM).

LeapFrog, *Emeryville, CA*

March 2003 - June 2008

PRODUCER (March 2005 to June 2008)

LeapFrog manufactures innovative technology-based educational products. Designed and produced industry-leading learning products, including multimedia storybooks, interactive DVD and electronic toys (up to 700,000 units sold per product).

Team Management:

- Defined scope and schedule for entire production cycle.
- Directed art, audio, software, editing and QA teams for projects of up to one year in length.
- Fostered and managed relationships with leading educational experts and licensing partners, including Disney and Nickelodeon.
- Presented designs to LeapFrog executives, external stakeholders and field collaborators.
- Developed and maintained project budgets.

Design:

- Developed concepts and specifications for products diverse in content, curriculum and technology.
- Authored creativity-centered curriculum for new LeapFrog/Disney co-branded line.
- Wrote story text, educational activities, dialogue and songs for products, prototypes and demos.

User Analysis:

- Researched and applied knowledge of learning stages for children ages 6 months to 8 years.
- Planned and directed focus groups and solo testing sessions with teachers, parents and kids.
- Authored reports with testing procedure, visual footage, findings and recommendations.

ASSOCIATE PRODUCER (March 2003 - February 2005)

- Wrote content for LeapFrog interactive books, particularly for ages five and under.
- Supported producers in designing, managing and testing interactive educational books.
- Initiated and developed design standards for the Little Touch Interactive Reading Platform.
- Created a writing guideline to aid producers designing for Dr. Seuss licensed titles.

Vista College and Cañada College, CA

January 2002 - December 2002

ENGLISH INSTRUCTOR

- Instructed classes of up to 35 students in English Composition and Developmental English.
- Built upon foundational course material to create a syllabus tailored towards students' interests.

Scholastic, New York, NY

May 1999 - September 2000

CREATIVE SERVICES WRITER

Scholastic is the world's largest publisher and distributor of children's books. Created content for advertisements, promotional pieces and educational material for ages 3-13 and adults.

- Wrote content and directed art layout for print advertisements, radio spots, book displays and promotional giveaways for Scholastic properties such as Harry Potter, Clifford, Animorphs, I SPY and Captain Underpants.
- Produced monthly in-house catalogue of all new Scholastic titles.
- Composed stories, puzzles and humor pieces for yearly publication of Lunch, a literary supplement to Nickelodeon Magazine.

FREELANCE

Lumosity.com, San Francisco, CA

August 2008 – November 2008

Led research into how the lumosity.com brain fitness program is experienced by young users and proposed design strategies to enhance that experience. Work included persona sketches, user scenarios, ethnographic interviews, research with field experts and competitive landscape audits.

Syndero, San Francisco, CA

June 2008 - November 2008

Designed interaction and managed production of adult educational products with audio disks and print workbook components.

EDUCATION

Master of Journalism, Magazine Writing Concentration
New York University, New York, NY, December 2001

Bachelor of Arts, Child Psychology Concentration
Cornell University, Ithaca, NY, May 1998