Rick Owadally

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SUMMARY

Creative Technologist and Full-Stack Producer with 10+ years of experience delivering digital campaigns, web platforms, immersive AV content, and AI-integrated workflows across healthcare, entertainment, and creative sectors. Known for uniting visionary ideas with hands-on execution in UI/UX, eCommerce, sound design, and technical project leadership. Adept at bridging communication across business, creative, and technical teams to ship high-impact work that's polished and scalable.

EXPERIENCE

Producer | Full-Stack Creative | Sound & Visual Artist
Subtenant Studios
Jan 2025 – Present | Remote / NYC Metro
Lead production for custom digital and AV projects across video, web, and interactive formats. Manage scope, timelines, and cross-functional teams. Deliver high-quality, original work—no templates, just immersive experiences, brand stories, and next-level creative tech.

Creative Technologist / Digital Producer
CultHealth
Jun 2022 – Aug 2024 | New York, NY
Led digital projects for Ozempic, Rybelsus, NovoCare, and Get Real About Diabetes. Directed the redesign of the Ubrelvy HCP website and built interactive touchscreen displays for Ubrelvy and Qulipta expos. Deployed Veeva Vault systems (IVA, ISA wrappers), crafting interactive iPad presentations. Acted as liaison across business, client, and design teams. Managed UX, dev, and presentation strategies. Optimized team workflows. Deployed personalized content using Adobe Experience Manager (AEM) and Adobe Target.

Technology Manager / Digital Project Lead
Publicis Groupe (Saatchi & Saatchi Wellness → Digitas Health)
Apr 2021 – Jun 2022 | New York, NY (Hybrid / Remote)
Directed execution for Rinvoq and Skyrizi projects. Led multi-indication site redesigns in AEM. Developed Salesforce chatbot end-to-end. Streamlined QR code and URL request processes. Managed Jira workflows, backlog grooming, and QA planning. Collaborated cross-functionally with content, UX, dev, and account teams.

Web Development Manager
Thomas
Apr 2019 – Apr 2021 | New York, NY
Oversaw delivery of web solutions for 1,000+ B2B clients. Managed agile workflows via Trello. Directed CMS migrations, DNS updates, and internal communications across departments.

Front-End Developer
Pulse Creative
Mar 2018 – Apr 2019 | New York, NY
Built custom WordPress themes using HTML, CSS, JS, SASS, Gulp, Webpack. Supported launch and maintenance of high-performance responsive websites.

Founder / Interactive Producer & Consultant
Influent Agency
Jan 2014 – Apr 2018 | New York, NY
Delivered full-stack development, branding, eCommerce builds, and strategy for small businesses and nonprofits.

Studio Technician / Live Audio Engineer
Carroll Music & Music First Productions
2013 – 2015 | New York, NY
Mixed FOH and monitors at major NYC venues. Supported drum and mic setup, rehearsal logistics, and live AV production.

Freelance AV Technician
Granicus
Dates Vary | NYC
Managed livestreams and AV operations for civic and academic events. Operated video switchers, sound gear, and coordinated multi-day setups.

TECHNOLOGIES & TOOLS

Languages & Frameworks:
HTML5, CSS3, JavaScript (ES6), TypeScript, React, Next.js, Node.js, Express.js, Python, Django, PHP, MySQL, PostgreSQL, MongoDB, Supabase, Prisma, Mongoose, GraphQL, Zod, Vite, Webpack, Gulp, Tailwind CSS

Platforms & CMS:
WordPress, Drupal, Shopify, AEM, HubSpot, Salesforce, Veeva Vault, Airtable, Zapier, Docker, AWS, Kubernetes, DigitalOcean

Creative & AI Tools:
Adobe Premiere, After Effects, Illustrator, Photoshop, XD, Figma, DaVinci Resolve, Ableton Live, Logic Pro, ChatGPT, OpenAI, MidJourney, VEO3, ComfyUI, Runway

Ops & Project Tools:
Jira, Trello, Confluence, Slack, Google Workspace, Microsoft Office, Notion

SKILLS
Digital production and full-stack development
Creative direction and sound design
UI/UX design and prototyping
AI-integrated workflows
AV system setup and engineering
eCommerce implementation
Agile sprint planning and QA
Cross-functional collaboration and leadership
Technical writing and documentation

EDUCATION
Graphic Design — Suffolk County Community College

Ongoing coursework in production leadership, UX process, AI tools, and full-stack development through online courses, certifications, and hands-on projects