

TYLER D. MALBOEUF

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EDUCATION

MFA Digital Media & Design | University of Connecticut | Storrs, CT | Expected May 2017

GPA: 3.74

BS Mechanical Engineering | University of Connecticut | Storrs, CT | May 2015

Concentration: Manufacturing and Design

GPA: 3.35

PROJECTS

UConn Digital Media Center | January 2016-Present

- + Redesign outdated website along with corresponding branding asset development

Campus MovieFest (JURY AWARD WINNER) | Director, Editor, Cinematographer, and Score | February 2016

- + A one-week initiative to produce a short film for competition in the nation-wide tour

Innovation Accelerator | Startup Venture Consultant | August 2015-December 2015

- + Part of the UConn MBA program, consult local startup by researching and presenting go-to-market strategy

Schick-Wilkinson Sword - Senior Design Project | August 2014-May 2015

- + Work in partnership with two peers to explore an area of opportunity and present appropriate solutions through market gap analysis, concept design, and rapid prototyping

IBM | Digital Media Intern | January 2015-May 2015

- + Develop marketing strategy and platform, along with corresponding design concepts that increase awareness and expand user base of the company's internal, employee-driven innovation system

-ATION Digital Media Agency | January 2015-May 2015

- + Manage Twitter account by writing copy, interacting with followers, and communicating brand persona
- + Curate digital media content and calendar, and develop strategy for agency's social platforms

EXPERIENCE

UConn Department of Digital Media & Design | Graduate Assistant | August 2016-Present

- + In collaboration with faculty and students spanning Molecular & Cellular Biology, Statistics, and Computer Science, develop visual assets and interactive experiences detailing the development of mouse embryos

UConn Basketball Program - Equipment Services | Assistant | October 2013-Present

- + Prepare, organize, and inventory Nike footwear, apparel, and equipment for elite NCAA Division 1 programs
- + Satisfy team needs by communicating with student-athletes and staff in order to provide effective solutions
- + Manage venue and event needs and provide in-game assistance to student-athletes and staff

ACTIVITIES

Creating Economic Opportunity (CEO) | Storrs, CT | December 2012-May 2015

- + Contribute to product design, translating sketches/visualizations to 3D model representation and prototype
- + Assist in sourcing and prototype production by communicating and negotiating with potential manufacturers
- + Work cross-functionally in marketing and creative direction to introduce our endeavors to market

ConverseNation, Exclusive Online Community | Brand Adviser | July 2012-October 2014

- + Share ideas and interact online to inspire Converse designers in shaping the future direction of the brand

SKILLS

- + Microsoft Word, PowerPoint, & Excel
- + Adobe Illustrator & Photoshop
- + Dassault Systemes SOLIDWORKS
- + MAXON Cinema4D
- + HTML & CSS