

TYLER MALBOEUF

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EDUCATION

MFA Digital Media & Design

University of Connecticut | May 2017
GPA: 3.83

BS Mechanical Engineering

University of Connecticut | May 2015
Concentration: Manufacturing and Design
GPA: 3.35

EXPERIENCE

UConn Digital Media & Design

Graduate Assistant | August 2015-May 2017

- + Ideate UI concepts for optimal UX in educational discovery contexts and accomplishing learning objectives
- + Manage communication and project deliverables between stakeholders across departments of Molecular & Cellular Biology, Statistics, Computer Science, and Digital Media & Design

AgencyX

Project Manager | August 2016-December 2016

- + Manage client needs and agency output across social media, email, and video
- + Communicate and coordinate objectives and oversee strategic and tactical content development and implementation
- + Lead social media team in content planning, aggregation, and deployment
- + Report post-launch analytics to stakeholders and follow iterative processes to optimize and improve results

IBM

Digital Media Intern | January 2015-May 2015

- + Develop high-level marketing strategy and vehicle to increase awareness and expand user base of the company's internal, employee-driven innovation systems
- + Design UIs for website and original web application with careful consideration of user experience and integration into existing digital properties

PROJECTS

MFA Thesis Project | Collectively

August 2016-May 2017

- + Rooted in entrepreneurship and design, study retail landscape and develop and communicate a conceptual solution for the radical shift in how consumers shop digitally

UConn MBA Innovation Accelerator

August 2015-December 2015

- + Consult high-tech startup venture by performing industry-specific research and presenting a final go-to-market plan

UConn Engineering Senior Design Project | Schick-Wilkinson Sword

August 2014-May 2015

- + Explore an area of opportunity through market research, concept design and analysis, and rapid prototyping
- + Periodically present project status, developed solutions, and data analysis results

ACTIVITIES

Creating Economic Opportunity

Partner | December 2012-May 2015

- + Contribute to product design including digital and physical prototype phasing
- + Assist in sourcing and production by communicating and coordinating with potential manufacturers
- + Work cross-functionally in marketing and creative direction to introduce endeavors to the market

SKILLS

- + Microsoft Word, PowerPoint, and Excel
- + Adobe Illustrator
- + MAXON Cinema4D
- + HTML & CSS
- + Hootsuite Platform Certification
- + Product and Business Development
- + Digital Marketing