Tyson Kubota

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EXPERIENCE

The Criterion Collection: *Manager, Digital Development*   New York, NY
- Led Criterion's development and marketing efforts and managed Criterion.com,   Sept. 2009-present
  specializing in content strategy, user experience, and interaction design.

Development and Design:
- Tripled Criterion.com's monthly unique visitors and doubled ecommerce revenue.
- Oversaw and implemented continuous, iterative design and usability improvements.
- Added Facebook Login to Criterion.com's signup flow and integrated Open Graph
  metadata across the site.
- Built up a coherent, customized web analytics suite for Criterion.com.
- Led development and design of My Criterion, a social layer where users can track
  their Blu-ray/DVD collections and create and share custom lists of films.
- Overhauled Criterion.com's ecommerce platform to optimize costs and efficiency.
- Conceptualized, wireframed, and led development of a dynamic sale landing page
  with real-time product inventory updates.
- Launched a rich product browser, with faceted filtering and Solr-powered search.
- Designed video player and slideshow/photo gallery templates for Criterion.com.
- Built an HTML5 video player fallback for mobile devices.

Marketing:
- Expanded the Criterion brand presence to Facebook, Twitter, Tumblr and YouTube.
- Developed Criterion's Facebook strategy and voice, using a flexible mix of original
  video pieces, photography, and curated content.
- Grew Criterion's Facebook audience organically to almost 200,000 highly engaged fans.
- Crafted posts that reach hundreds of thousands of people with nearly zero ad spending.

The Criterion Collection: *Production Assistant, Online Video*   New York, NY
- Created and managed a file-based workflow for subtitling, transcoding and uploading   Sept. 2007-Sept. 2009
  feature films and metadata to online platforms including Netflix, Hulu, and iTunes.
- Promoted Criterion films on services like The Auteurs (Mubi.com) and Hulu.
- Led video encoding and QA for Criterion.com's streaming rental service.

Freelance web development   New York, NY
- Clients include Radius/The Weinstein Company and Dartmouth College.   2006-present

EDUCATION

Dartmouth College, *B.A. in Film and Television Studies*   Hanover, NH
- Graduated *Summa Cum Laude*. Phi Beta Kappa member. Overall GPA: 3.94/4.00   Sept. 2003-June 2007
- Received Heiman-Rosenthal Awards in Arts Administration and Film/TV Studies,
  the Dickerson Prize in First-Year Writing, and the Stanley Prize for Outstanding Critical Paper
- Completed *Open Shores,* an original 20-minute 16mm narrative film.

TECHNOLOGIES USED

- Skilled with Final Cut Studio, Adobe Creative Suite, OmniGraffle, Google Analytics.
- Regularly use Ruby on Rails, MySQL, x264, Git, the Heroku stack, jQuery, JavaScript, CSS, HTML.

OTHER SKILLS AND INTERESTS

- Director of the Dartmouth Film Society from 2006-2007: crafted original film programs with annual revenue
  over $200,000; wrote advertising copy, led weekly meetings, and planned and executed in-person tributes.
- Logged, screened and critiqued more than 700 short films per season for the Telluride Film Festival
  from 2006-2007. Since 2006, volunteered annually for the festival as a theatre manager.
- Senior Layout Editor and writer for *Montage,* the campus undergraduate film journal, from 2003 to 2007.
- Write about film for *Reverse Shot* and make videogames (Skydrift for iOS).