

# Tyson Kubota

22-14 Astoria Blvd 5D, Astoria, NY 11102 • (352) 359-1824

kubota.tyson@gmail.com • [tysonkubota.net/portfolio](http://tysonkubota.net/portfolio)

## EXPERIENCE

### **The Criterion Collection: Manager, Digital Development**

New York, NY

Sept. 2009-present

- Managed the website Criterion.com and set its development roadmap, specializing in user experience, and interaction design, and content strategy.
- Tripled monthly unique visitors and doubled ecommerce revenue in three years.
- Oversaw and implemented continuous, iterative design and usability improvements.
- 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 improve backend integration with the fulfillment center.
- Conceptualized, wireframed, and managed 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.
- Expanded the Criterion brand presence to Facebook, Twitter, Tumblr and YouTube.

### **The Criterion Collection: Production Assistant, Online Video**

New York, NY

Sept. 2007-Sept. 2009

- Created and managed a file-based workflow for subtitling, transcoding and uploading feature films and metadata to online platforms including Netflix, Hulu, and iTunes.
- Launched Criterion films on services like The Auteurs (Mubi.com) and Hulu.
- Led video encoding and QA for Criterion.com's 'online cinemathèque' rental service.

### **Freelance web development**

New York, NY

2006-present

- Clients include Radius/The Weinstein Company and Dartmouth College.

## EDUCATION

### **Dartmouth College, B.A. in Film and Television Studies**

Hanover, NH

Sept. 2003-June 2007

- Graduated *Summa Cum Laude*. Phi Beta Kappa member. Overall GPA: 3.94/4.00
- 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, I've also volunteered annually for the festival as a theatre manager.
- Senior Layout Editor for *Montage*, the campus undergraduate film journal, from 2003 to 2007. I also wrote and edited original articles.
- Linguistic ability in French and Japanese.
- My hobbies include creating video games, playing music, and cooking.