

Traci Lawson

EMAIL traci.lawson@gmail.com

WEB <http://www.tentoed.com>

EDUCATIONAL VIDEO GAME DESIGNER & PRODUCER

Self-Produced 2 iPhone Games ... Designed Content for Emmy & Peabody Award Winning Websites

Creative, entrepreneurial producer with 9+ years experience in children's media industry. Designer of games that challenge kids and spark them to want to play again and again. Effective team and project leader, with a knack for concise and clear communication. Strong knowledge of preschool & K-12 cognitive and developmental psychology.

AREAS OF EXPERTISE

- Game Design
- Curriculum Integration in Games
- Spec Sheet Writing
- Game Dialogue Script Writing
- Child-Friendly UI & UX
- iPhone App Production
- Web Game Production
- Team Management
- Project Documentation
- Video Post Production
- Website Management
- Blogging & Other Social Media

PROFESSIONAL EXPERIENCE

TEN TOED, INC.; BRONX, NY

Freelance children's game business, involved in game production and consulting

Children's Game Designer, Producer & Researcher, 2009 — Present

- Designing and producing games for a Scholastic brand classroom software product.
- Produced two self-designed iPhone games for ages 5 and up on a budget of less than \$2,000. Led a team of independent contractors. Both titles, *Frogs and Fireflies*, and *Move Like Me*, are now available on the App Store.
- Wrote two game design documents & functional spec sheets for a client in Saudi Arabia. Platform: PC, Ages 3 to 6.
- Client list includes Scholastic, Sesame Workshop, Eve Hall Consulting (subcontracting on projects for LEGO Universe & Nickelodeon), World Wide Workshop, preschool mathematics expert Dr. Herb Ginsburg, and educational technology author Marc Prensky.

SESAME WORKSHOP; NEW YORK, NY

Producers of Sesame Street, The Electric Company, and other award-winning children's programs

Manager of Education & Research, Digital Media, 2007 — 2009

- Aligned designs of 24 separate game titles with established curriculum standards for *Sesame Street*, *The Electric Company*, and *Pinky Dinky Doo* brands. Led design of 4 game titles.
- Tested video game prototypes with children to ensure the games' success before release to the public.
- Communicated usability research findings to production staff in a clear, timely, and useful manner, and suggested design improvements.
- <http://sesamestreet.org> won an Emmy Award in 2009, a Peabody Award in 2010, and was listed at #15 in Time Magazine's Top 50 websites of 2010.

Technical Operations Supervisor, 2003 — 2007

- Found the most cost-effective ways to complete production projects for departments all over the company.
- Managed and prioritized the editing, duplicating and digitizing workload for a staff of 3.
- Was responsible for in-house library of 15,000 assets and storage library of 300,000 master recordings.

Production Assistant, 2001 — 2003

- Identified appropriate *Sesame Street* library segments for use in television series, home videos, and specials.
- Researched topics for titles in development; scheduled payments; coordinated production and post-production (everything from arranging crew and catering to editing and closed captioning); maintained databases, checked rights and clearances for all material; coordinated awards submissions.

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CHILDREN'S VIDEO GAME & DIGITAL MEDIA PRODUCER

EDUCATION

Master of Arts in Cognitive Studies in Education — May 2007
Teachers College, Columbia University; New York, NY

- Concentration in Intelligent Technology

Bachelor of Arts in Telecommunication — May 2001
Purdue University, West Lafayette, IN

- Double majored in Elementary Education
 - Member of the Purdue "All-American" Marching Band
 - Interned at a PBS station in Central Illinois, and Walt Disney World Resort in Florida
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OTHER EXPERIENCE

Girl Scout Troop Leader in East Harlem, 2008 to present

- I plan and lead weekly meetings for a troop of Senior Girl Scouts, ages 14 to 17.

2010 & 2011 Game Developers Conference Associate (GDC CA)

2010 Dust or Magic Children's Media Design Institute Logistics Assistant

2009, 2010 and 2011 Global Game Jam participant. GGJ is a worldwide festival where teams gather locally to conceive and build a video game in just 48 hours. My team won first prize for best game at the Columbia University site in 2009.

Member of IGDA & Women in Children's Media