



TRACI LAWSON

traci.lawson@gmail.com
<http://www.traclawsonmedia.com>

GAME DESIGNER & RESEARCHER

SELF-EMPLOYED; NEW YORK, NY — MARCH 2009 - PRESENT

- Completed a game design document / functional spec sheet for a client's multi-level preschool platform game.
- Producing a self-designed iPhone game for 3 to 5 year old children.
- Led a pilot research study that examined collaborative problem solving skills of high school students enrolled in World Wide Workshop's video game design program, Globaloria.
- Assisted with parent focus group research for *LEGO Universe*, a new MMORPG for children aged 8 to 12.
- Assisted Dr. Herb Ginsburg with research on the mathematical abilities of 3, 4, and 5 year old children.
- Assisted Marc Prensky with research for his upcoming book about technology in education.

MANAGER OF EDUCATION & RESEARCH, DIGITAL MEDIA

SESAME WORKSHOP; NEW YORK, NY — JUNE 2007 - MARCH 2009

- Designed games for *Sesame Street* and other SW properties. Aligned games with curriculum standards.
- Tested game prototypes with children to ensure games' success before release to the public.
- Member of mobile learning development team that designed, produced, and tested 2 iPhone apps: one addressing remedial literacy skills, and one about geography & global citizenship.

TECHNICAL OPERATIONS SUPERVISOR

SESAME WORKSHOP; NEW YORK, NY — AUGUST 2003 - JUNE 2007

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

PRODUCTION ASSISTANT

SESAME WORKSHOP; NEW YORK, NY — JUNE 2001 - AUGUST 2003

- Identified appropriate *Sesame Street* library segments for use in 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.

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

OTHER EXPERIENCE

Girl Scout Troop Leader in East Harlem

- I plan and lead weekly meetings for a troop of 12 Cadette Girl Scouts, ages 11 to 14.

2009 Global Game Jam

- Developed and built a video game in 48 hours that fit the global competition theme. My team's game, *Gandhi Gandhi Boom Boom*, was awarded first prize at the Columbia University site.

Member of IGDA & Women in Children's Media