

# Traci Lawson

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

## CHILDREN'S INTERACTIVE MEDIA PRODUCER

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

Creative, entrepreneurial producer with 10 years' experience in the 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

- Interactive Media Design
- Curriculum Integration in Games
- Spec Sheet Writing
- Wireframes, Flow Charts & Storyboards
- Game Dialogue Script Writing
- Child-Friendly UI & UX
- iOS App Production
- Web Game Production
- Project Documentation
- Team Management
- Video Post Production
- Avid & Final Cut Pro
- Website Management
- Blogging & Other Social Media

### PROFESSIONAL EXPERIENCE

#### TEN TOED, INC.; BRONX, NY

*Freelance children's game business, involved in game design, usability research, and consulting*

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

- Designed and performed usability testing on an in-classroom preschool iPad game for a startup company.
- Designed games for an upcoming Scholastic classroom software product that spans 3 grade levels.
- 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.
- 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. Platform: Flash and iOS
- 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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## 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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## PRESENTATIONS

Lawson, T. [Getting Ideas Out of Your Head and Into the App Store](#), Women in Children's Media meeting, held at and sponsored by Teachers College, Columbia University, New York, NY, August 2011

Revelle, G., Mays-Green, M., Reardon, E. & Lawson, T. Social Mobile Media for Young Children's Learning: Panwapa World Mobile. Stanford University Social Mobile Media Workshop, Palo Alto, CA, August 2008

Lee, J. and Lawson, T. The Longest Street in the World: Highlights from Sesame Workshop's International Projects, 2008 PIER Summer Institute at Yale University, New Haven, CT, July 2008

## PAPER

Lawson, T. [The Impact of Globaloria on Collaborative Problem Solving Skills](#), World Wide Workshop, Charleston, WV and New York, NY, July 2009

## 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 18.
- Previously worked with Brownie (ages 6 to 8) and middle school age groups.

2010 & 2011 Game Developers Conference Associate (GDC CA)

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

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