

GEETHA PEDAPATI

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EDUCATION

Degree Type: *Masters Of Professional Studies, 2012*
School: *Interactive Telecommunications Program*
University: *New York University*

Degree Type: *Bachelor of Science, 2009*
School: *School of Architecture*
University: *University of Illinois of Chicago*

TOOLS

Adobe Creative Suite, Creative Cloud
HTML, CSS, Javascript
Autocad
Arduino
Processing

GROUP SHOWS

Media Circus: Art and Tech Playground, Nov 2013
LaMama Arts Center, NYC

NYU ITP Spring Show, May 2012
Tisch School of the Arts, NYC

Shifting Sensorium, May 2010
319 Scholes Gallery, NYC

Voices of Resistance 9, Sept 2010
Old Town School of Folk Music, Chicago,

PASSION PROJECTS

Women in Need, 2014
Exploring the arts through various media with children at the Women in Need shelter in Brooklyn.

Art Hack Day, 2012
Coordinated and documented a weekend long art hack with the staff of the 319 Scholes Gallery.

Quad Manhattan, teacher assistant, 2010
Working with children (6-8) to learn the basics of electronics, with hands on wiring and soldering group projects.

Chicago Civic Leadership Project, 2006
Awarded \$1000 grant from the Jimmy and Rosalind Carter Partnership to research food deserts in Chicago.

EXPERIENCE

Bossa Digital, NYC
Junior Designer, Jan 2013;
Design Intern, Oct 2012

As part of the production team, I work on projects from concept to deployment for a variety of global brands, including Hyundai, Stella Artois, and Coke-a-Cola. I work closely with both the development and creative team during all stages of production.

Tasks include:

- *Design, with a focus on responsive web and interactive*
- *Ideation and research*
- *Wireframing user flow and experience*
- *Diagramming technical and physical aspects of the project*
- *Maintaining assets throughout production*
- *Database management*
- *Fabrication and instillation*

Jenny Holzer Studio
Media Archivist, July 2013

Creating and maintaining a digital archive of video and photo documentation. Created in a database system FileMaker Pro and put in place future protocols for archiving media.

Whitney Museum of American Art, NYC
Junior Developer, IT Dept, August 2011- May 2012;
Education Intern, Education Dept, June 2011

As an education intern, I studied a variety of new media approaches to art education, specifically game logic and mobile platforms in the museum context. In addition, I worked closely with the museum staff to create and edit content for the museum educational website.

As part of the Information Technology Department, I worked with the department head to successfully design and deploy a new user experience for the museums internal website.

319 Scholes, NYC
Digital Archivist, Aug 2011 - Aug 2012

Conceived and lead a R&D experiment in documenting new media art. The online archive focused on capturing the spirit of the artist's and curator's vision. Project completed in collaboration with gallery staff and associates.