



Freedom Baird

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Web Designer/Developer

OBJECTIVE

To manage and grow a compelling, relevant digital media project in a small team setting

WORK EXPERIENCE **Children's Hospital Boston, Center for Young Women's Health**

Web Project Manager, 2008-09

Managed high-profile teen health website, youngwomenshealth.org, growing readership to 9 million unique readers per year. Improved site usability, added modern features. Troubleshoot and optimized server performance. Co-developed and launched companion website for boys. Contracted programming projects out to third party vendors. Hired and supervised full-time graphic and web designer, and part-time college interns. Coordinated revision of site content, translations, and illustrations. Launched and oversaw youth advisors' blog project. Consulted to other hospital departments on chats, blogging, e-outreach, and other digital media issues.

Children's Hospital Boston, Center for Young Women's Health

Internet Resource Coordinator, 2003-07

Coordinated and modernized digital media resources at a teens' health center at a prominent children's hospital. Managed content contributions by staff, streamlined production workflow. Produced quarterly print health newsletter for teens. Upgraded chat technology. Expanded outreach by developing e-mailing lists and e-newsletters. Researched, designed, and implemented a comprehensive revision of youngwomenshealth.org, growing readership from 720,000 to 7 million unique readers per year, reading 12 million pages of content per year. Obtained internationally recognized accreditation for the site. Participated in grant-writing and fundraising. Mentored high-school interns on media projects.

iRobot Corporation

Video Production Coordinator, 2001-02

Coordinator of in-house video production for small robotics firm. Documented robots in development, created appealing marketing videos, overhauled the suite of video editing equipment. Collaborated with marketing colleagues and oversaw undergraduate interns.

Haus Der Musik

Interactive Documentarian, 2000

Interactive documentarian and game-developer for an exhibit in Vienna's *Haus der Musik* museum. Unearthed archival content and developed several interactive documentaries illustrating the history of the Brain Opera project and exhibit. Co-developed an interactive singing game installed in exhibit kiosks.

Cambridge Community Television

Digital Media Instructor, 1997-98

Volunteer instructor in CCTV's computer center. Taught people of all ages and backgrounds to use essential applications on Macs and PCs, including internet searches, word processing, imaging, and video editing. Helped maintain equipment and manuals. Received Volunteer Intern of the Year award.

Massachusetts Institute of Technology*Educational Software Developer, 1998-99*

Re-designed and implemented a teaching tool prototype for college-level Cinema Studies. Developed an intuitive interface for navigating one hundred screens of content and searching a database of five hundred annotated film clips. Oversaw work of undergraduate interns working on the project.

Computer Clubhouse*Instructor, 1996*

Taught pre-teen girls how to use personal media to make animated, interactive stories. Showed the girls how to scan and retouch photos, find media online, edit sounds, import files into Macromedia Director, and create an animation timeline.

Contentware*Website and CD-ROM Designer, 1994-95*

Designer of CD-ROMS and web sites for established retail clients such as Lands' End and F.A.O. Schwartz. Worked with clients to effectively translate print ad campaigns into digital media. Collaborated with colleagues to find innovative ways to use the web in its earliest days.

Young & Rubicam*Video Editor, 1993*

In-house video editor for large advertising firm. Used and maintained state-of-the-art editing suite. Worked on scripts and shot footage. Collaborated with designers, writers and producers to prototype and test advertisements.

Microcomputer Publishing Company*Service Bureau Director, 1992-93*

Ran an in-house multimedia service bureau for a computer retailer. Edited and transferred video and 3-D animations, demonstrated multimedia systems for prospective customers, maintained books for the service bureau.

Cornell University Medical College*Medical Software Developer, 1989-91*

Used some of the earliest hypertext programs available to develop interactive software for medical students. Edited and retouched medical images. Collaborated with doctors, programmers, and interns to develop content.

Camp Leah*Wilderness Camp Counselor, 1981-84*

Led pre-teens and teens on week-long wilderness adventure trips. Taught outdoor skills such as rock-climbing, white water canoeing, and backpacking. Helped the campers put on wilderness-themed plays for the camp.

EDUCATION

1997 M.I.T. Media Lab. Cambridge, MA. M.S. in Media Arts and Sciences
 1991-92 Columbia University. New York, NY. Computer Science Coursework
 1985-87 Hunter College. New York, NY. Fine Art and Music Theory Coursework
 1985 Oberlin College. Oberlin, OH. B.A. in Neurobiology

SKILLS

Coordinating Projects, Events, & People, User Experience Design, Web & Graphic Design, Educational Content Development, Video & Audio Editing, Macs & PCs, Dreamweaver, Photoshop, Illustrator, InDesign, MS Office, and many other applications.

LANGUAGES

Spanish, French, German, a little Bulgarian

AWARDS

- 2004 Mother of the Year, Cambridge Birth Center, Cambridge, MA, new mom of midwife-delivered twins
2000 Silver Medal, I.D. Magazine Annual Design Review, *The KidsRoom 2*, Millennium Dome, concept co-author
1999 Volunteer Intern of the Year, Cambridge Community Television, Cambridge, MA, digital media instructor
1997-98 MIT Council for the Arts, \$6000 Grant, *Cubestock*, Interactive Media Festival, grant-writer, performer
1997 Lincoln Center Dance and Film 97 Award, *Camarà*, New York, NY, videographer
1996 National Information Infrastructure Award, *A Random Walk Through the 20th Century*, video editor
1995-97 Full scholarship and stipend, M.I.T. Media Lab Master's Degree Program, interactive media researcher
1994 Noteworthy Award, New Voices New Visions, The Baird Family Ball, NY Film Festival, interactive animator

OTHER ADVENTURES Balkan chorus member, budding gardener, Walden Pond fanatic