

Sabah Kosoy

INTERACTIVE DIGITAL PRODUCER

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San Francisco, CA

10+ years experience that started in design and development have provided me a deeper understanding of digital and what is needed from a producer. I like to be hands on, stay challenged, and collaborate with others who share my passion. I strive for excellence, thoughtfulness, and efficiency. My core strengths include:

- Client, vendor & project management
- Multidisciplinary team leadership
- Keen eye for detail in fast paced environments
- Risk mitigation & problem solving
- Financial management
- Process optimization (process without it getting in the way)
- Vendor selection, onboarding, negotiation & management
- Consensus building & prioritization

Google, Inc | Data Arts Team, Creative Lab | Producer

May 2012–Present | San Francisco, CA

Contractor via Adecco USA before being brought on full time

May 2012–May 2013

- Led a variety of projects from conception through execution, including big brand moments (Emmy award winning *Just A Reflektor* by Arcade Fire), multifaceted projects with digital and physical components (*Earth View* on the largest Times Square billboard, *Unnumbered Sparks* at the 2014 TED Conference, *This Exquisite Forest* at the Tate Modern and 2013 Tribeca Film Festival), data visualizations (*100,000 Stars*, *Small Arms & Ammo Trade Viz*), and API demos (*Peanut Gallery*).
- Championed product vision and ensured project success by prioritizing features and feedback against high level goals.
- Identified and resolved project roadblocks, such as bringing in an external vendor for QA support on *This Exquisite Forest*.
- Engaged and managed third party vendors, including leading the RFP process, negotiating contracts & budgets, defining the division of labor amongst multiple parties, and ongoing communication.
- Drove product excellence in usability and visual craft by initiating userflows/wireframes, facilitating usability studies, and working closely with developers & designers to track & document specifications.
- Streamlined existing tools and established new processes, including a team-wide budget tracker, team project calendar, vendor/freelance tracker, and an award submission tracker that is now in use by other teams at Google.
- Promoted regular use of Google Drive by creating an organizational folder structure and templates.
- Drove mobile first development approach by establishing a comprehensive test device library.
- Optimized Google Analytics usage by analyzing existing accounts and introducing event tracking, filters, and debug tools.
- Worked with multiple external and internal stakeholders to ensure project success.
- Led localization and QA efforts with internal teams and in collaboration with external developers and vendors.
- Closely collaborated with the team Marketing Manager to assess incoming requests, review vendor and freelance candidates, define budget needs, negotiate vendor contracts, open POs, lead meetings, obtain Legal approvals, and organize team events.

Big Spaceship LLC | Associate Producer, Producer, & Senior Producer

February 2007–March 2012 | Brooklyn, NY

Producer

September 2008–June 2011

Associate Producer

February 2007–September 2008

- Established client trust resulting in growing the original project scope for clients including Crayola, Starburst, and Skittles.
- Managed projects from inception through execution with a multidisciplinary team for project-based and retainer-based engagements, including the definition and management of budget, schedule and scope.
- Collaborated with and managed multiple third party vendors.
- Became a discipline lead in the process of growing from an Associate to Senior Producer.
- Mentored producer interns, some of whom became permanent members of the team.
- Produced company outings and events, including Big Spaceship's 10-year anniversary event and its 3 interactive installations.
- Managed the redesign of content heavy sites, including content strategy, IA, design, transition plan, content release plan, and success metric definition for sites such as the 4000+ page Crayola.com and SecondLife.com.
- Produced multifaceted campaigns that included website redesigns, production of Facebook tabs, banners, digital billboards, physical installations, and content, and social media presence management for clients including Starburst, Orbit, & Skittles.

Renegade Marketing Group | Web Developer & Production Artist

May 2006–January 2007 | New York, NY

- Developed Flash microsites for clients including Panasonic; developed ASP pages and WordPress sites; coded HTML newsletters, set up an internal blog to document process and best practices; prepared files for print and web production.

MACK Industries | Interactive Designer & IT Technician

January 2006–May 2006 | New York, NY

- Built and set up the company Mac server environment, designed and coded HTML newsletters; designed client logos, print ads, and splash pages; created video web pages to showcase work for clients including Bud Select and Absolut.

EDUCATION

New York University | Bachelor of Science in Communication Studies

September 2002–December 2005 | New York, NY

- Graduated in 3.5 years Cum Laude and was on the Dean's List for entire tenure.