

KRISTINE MOSS

KRISTINE@MOSS.ART • WWW.MOSS.ART • WASHINGTON, DC

EXPERIENCE

Digital Product Management + Technical Project Management

I collaborate with business, technical, and creative teams to produce strategic user-centered software solutions, websites, and media products. I've brought creative, analytical, and organizational skills to bear on a wide range of ambitious projects at top research universities, nonprofits with global impact, and award-winning convergence media startups.

Sr. Product Manager, Academic Platforms

Chicago | 2013 - 2015

University of Chicago

- Drove product development for integrated platforms and services in support of teaching and learning across the university, in collaboration with faculty, library, IT and student leadership.
- Spearheaded major system upgrades, redesign, and integrations for on-site hosted Blackboard LMS, including rollout of Kaltura streaming media service.
- Led formal technical assessment of learning management systems to replace current LMS.
- Directed technical implementation of successful university-wide Canvas LMS pilot, resulting in adoption.
- Delivered first phase of UChicago Courses web application for administering & accessing course-related digital assets and tools, integrating data from university systems, Canvas LMS, and other web services.
- Evaluated / approved changes to campus & medical center IT environments (Change Advisory Board member).

Sr. Product Manager, Research Technology

San Francisco | 2007 - 2012

University of California, San Francisco | UCSF Clinical & Translational Science Institute

- Developed products and tools to accelerate innovation in biomedical research by facilitating collaboration among researchers, enabling broad access to resources, and streamlining research administration.
- Delivered custom data warehouse and reporting tools providing key analytics across university programs.
- Directed development of crowd-sourcing tool streamlining collaborative production of grant proposals.
- Deployed professional services automation system to facilitate growth of Research Consultation Services.
- Worked with colleagues to launch and enhance Profiles Research Networking Software, a tool to facilitate research collaboration.

Web Publishing Consultant (Contractor)

San Francisco | 2006 - 2007

Public Library of Science (PLOS)

- Developed best practices for management of online publishing systems for open access scientific journals.
- Directed major system upgrades, instituted support procedures and trained staff, improving efficiency.
- Contributed to launch of PLOS ONE, the first multidisciplinary open access journal.

Ecommerce Systems Manager

San Francisco | 2002 - 2005

TechSoup

- Oversaw ecommerce systems for \$150M/yr nonprofit technology donation program in partnership with Microsoft, Cisco and others.
- Served as primary business analyst for \$1M CRM/ERP implementation that supported annual sales increase from 35k to 600k units, and laid groundwork for international expansion.

Director of Creative Services

San Francisco | 1999 - 2001

RespondTV

- Managed production of groundbreaking interactive television applications aired over multiple technology platforms for clients including PBS, Coca-Cola, Ford, Purina, MTV, Comedy Central and AT&T.
- Oversaw design, build-out and operation of iTV research lab and production studio.
 - ♦ *Bandies Killer App Award at 2001 Western Cable Show*

Sr. Producer, Promotions

San Francisco | 1997 - 1999

TechTV (formerly ZDTV)

- Wrote and produced Emmy-winning promotional programming.
- Developed technology-focused broadcast and interactive programming for launch of TechTV cable network.
- Collaborated in design, development and casting of 3D animated character network hosts.
- Directed daily operations of real-time animation/motion capture studio.
 - ♦ *Emmy Awards for Outstanding Achievement, Specialty, Northern California, 1998-1999 & 1999-2000*
 - ♦ *New York Festivals World Medal for International TV Programming 1998*

Sr. Web Producer

San Francisco | 1996 - 1997

MSNBC *The Site*

- Produced interactive content for MSNBC's *The Site*, a nightly TV news program exploring the cultural impact of technology, with host Soledad O'Brien.
- Digital puppeteer and motion capture operator for Emmy-winning 3D animated cohost Dev Null.
 - ♦ *Best Website 1996 New Media Invision Awards*

Web Producer

San Francisco | 1994 - 1996

Macworld.com, IDG, Inc.

- Collaborated on launch of one of the web's first large-scale database-driven sites.
- Produced online software library, wrote reviews, engineered web content, and experimented with nascent web technologies.

EDUCATION

BA, Communications | *Summa Cum Laude* | Edinboro University of Pennsylvania

Courses + Workshops

School of the Art Institute of Chicago, Continuing Studies | 2013-2016

- Intro to 3D Modeling
- Paper Sculpture & Design
- Painting & Drawing Intensive
- New Directions in Painting
- Drawing Studio: Multi-level

Chicago Artist Coalition | 2015

- Strategies for Artists Professional Writing
- Granted: Crafting a Winning Proposal

Spudnik Press | 2014

- Making Time: Manifesting Sequential Narratives

Bay Area Video Coalition (BAVC) | 2011

- Video Production Bootcamp
- Illustrator
- DSLR Cinematography
- Motion Graphic Design

University of California, Berkeley, Extension | 2003-2011

- Color Theory
- Working in Series
- Monotype Collage & Painting Processes
- Mixed Media Painting

Skills + Tech

Product Management, Technical Project Management, Business Analysis, Strategy, Agile, Documentation, Requirements, User Stories, User Experience, Information Architecture, Prototyping, Wireframes, Test Plans, Quality Assurance, Content Strategy, Web Analytics, Data Analytics, Writing, Editing, Publishing, Ecommerce, Digital Media Production, Content Management Systems (CMS), Customer Relationship Management, Learning Management Systems, Web & Database Technologies, Open Source, Drupal, Kaltura, WordPress, Blackboard, Canvas, Salesforce, HTML/CSS, SEO, Trello, Github, Asana, etc.