

Tyson Kubota

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EXPERIENCE

FiftyThree: *Engineer, Digital Marketing*

New York, NY
Feb. 2015-present

- Frontend web engineer at paper.fiftythree.com and related properties, building rich interactive web applications at the nexus of user experience, analytics, and strategy.
- Constructed best-in-class brand and marketing sites for Paper, the visual creation app (2012 Apple iPad App of the Year) and its web ecosystem.
- Designed and integrated a data warehouse-backed email system for driving user growth, engagement, and retention.
- Built actionable, robust internal dashboards and metrics visualizations in tandem with data science and marketing teams.

The Criterion Collection: *Manager, Digital Development*

New York, NY
Sept. 2009-Jan. 2015

- Led Criterion's development and marketing efforts and managed Criterion.com, specializing in content strategy, user experience, and interaction design.
- Major projects and initiatives included:

Engineering and Ecommerce:

- Implementing continuous, iterative design and usability improvements.
- Creating a customized web analytics suite to improve strategic decision-making.
- Building measurably impactful product browser, video, and photo gallery interfaces.
- Overseeing a marketing/ecommerce calendar of flash sales and content-driven promotions.
- Transitioning to a new order fulfillment facility, reducing shipping costs by 20% through a custom system to optimize shipping methods based on product weight
- Leading development of a dynamic flash sale landing page with real-time product inventory updates.
- Designing and developing My Criterion, a social layer where users can track their Blu-ray/DVD collections, and create and share custom lists of films.
- Building Facebook Login and Open Graph metadata support into Criterion.com.

Marketing:

- Expanding the Criterion brand presence to Facebook, Twitter, Tumblr and YouTube.
- Growing Criterion's Facebook audience organically from zero to 250,000 highly engaged fans.
- Crafting social posts that reach nearly a million people with nearly zero ad spending
- Developing a fresh brand voice with a mix of original video, photos, and curated content.

The Criterion Collection: *Production Assistant, Online Video*

New York, NY
Sept. 2007-Sept. 2009

- Created and managed a file-based workflow for subtitling, transcoding and uploading 1,000 feature films and metadata to platforms including Netflix, Hulu, and iTunes.
- Led video encoding and QA for Criterion.com's streaming rental service.

Freelance web development

New York, NY
2006-present

- Clients include Radius/The Weinstein Company, Harvest, and Dartmouth College.

EDUCATION

Dartmouth College, *B.A. in Film and Television Studies*

Hanover, NH
Sept. 2003-June 2007

- Graduated *Summa Cum Laude*. Phi Beta Kappa member. Overall GPA: 3.94/4.00
- Received awards in Film/TV Studies, First-Year Writing, and Outstanding Critical Paper
- Completed *Open Shores*, an original 20-minute 16mm narrative film.

TECHNOLOGIES USED

- React.js, Redux, ECMAScript 6, Ruby on Rails, MySQL, Git, the Heroku stack, jQuery, JavaScript, CSS, HTML.
- Final Cut Studio, Adobe Creative Suite, Sketch, OmniGraffle, Google Analytics, Mixpanel, Segment.

OTHER SKILLS AND INTERESTS

- Write about film for *Reverse Shot* and create videogames (Skydrift for iOS).