




Kenneth S. Greenblatt

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Education

University of Pennsylvania • Philadelphia, PA

Expected Graduation: **December 2011**

Bachelor of Arts in Science, Technology and Society • **Concentration:** Business and Information Technology

i Science, Technology and Society is an interdisciplinary major consisting of computer science, business and humanities coursework. All courses in the relevant coursework section counted toward my major.

Minor in Computer and Information Sciences

Extracurricular Activities

UTV13: Penn's Official TV Network | www.pennutv.com

• Lead Web Developer and Designer for pennutv.com

CommuniTech | <http://fling.seas.upenn.edu/~ctech>

• Tutoring & Mentoring Director, Board Member

Penn Triangle | <http://www.seas.upenn.edu/~triangle/>

• Web Developer, Columnist

The Daily Pennsylvanian | www.thedp.com

• Digital Media Developer

Relevant Coursework

Web Design

Web Development and Programming

Management of Information Systems I & II

Usability and the Web

Programming and Language Techniques I & II

Technology, Information and Business

Non-Profit Organization Entrepreneurship

Product Design

VBA & SQL Programming

The Information Age

Cyberculture

Internet Law & Policy

Digital Design Foundation

Graphic Design

Professional Experience

Digital Media Intern • Viacom

New York, NY

Summer 2011

- Wireframed and designed new end-screen and sharing / social media features for proprietary Viacom video player product
- Contributed to department-wide vendor analysis review to implement third-party products to complement existing video player platform
- Compiled reports on competitors' implementations of the following features: social TV apps, HD, rich media advertisements
- Assisted scrum master with sprint planning meetings, product backlog and project retrospectives
- Became proficient in Agile project management methodology

Information Technology Intern • Home Box Office (HBO)

New York, NY

Summer 2010

- Assisted with creation of advertisements for mobile campaigns on iAds and AdMob to promote HBO's *True Blood* and *Eastbound & Down*
- Researched and implemented project management software to coordinate with existing infrastructure (Clarity by Computer Associates and Microsoft Project)
 - * Project management software suites employed were Celoxis and 37signals's Basecamp
 - * Participated in SDLC (Software Development Life Cycle) revision committee to improve and update artifacts, approval processes and check-up protocols in HBO's IT department

Digital Media Intern • A&E Television Networks

New York, NY

Summer 2009

- Designed and coded web pages, managed content, and assisted with back-end operations for History's *Life After People* and *Ice Road Truckers* portals
- Operated Interwoven TeamSite as site's content management system, used Omniture's SiteCatalyst to track progress and trends on pages
- Collaborated with site manager, producer and digital operations coordinator to bring projects to their completion, and eventually make them live at www.history.com

Technical Skills

Office: Microsoft Word, Excel, PowerPoint and SharePoint

Design: Adobe Photoshop, Flash, Dreamweaver, InDesign, Illustrator and Fireworks

Programming Languages: Java, HTML, CSS, ActionScript 2.0

Some knowledge of: Objective-C, PHP and MySQL

Spoken Languages: English (fluent), Spanish (proficient)

Interaction Design / Wireframing / Prototyping: Axure RP, OmniGraffle Pro, MS Visio

Project Management Software: 37signals Basecamp, MS Project, Atlassian Confluence, Atlassian JIRA, Celoxis

Interests

Web Development

Online Media

Interface & Interaction Design

Human-Computer Interaction

IPTV Solutions

Wireless Broadband

Value Investment

Venture Capital