
Ryan Raffa

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EDUCATION

PARSONS THE NEW SCHOOL FOR DESIGN, NEW YORK, NY
MFA in Design and Technology, With Honors, May 2011

CORNELL UNIVERSITY, ITHACA, NY
BS in Business Management and Marketing, May 2000

PROFESSIONAL EXPERIENCE

ADJUNCT FACULTY 6/2011 – Present

PARSONS THE NEW SCHOOL FOR DESIGN, NEW YORK, NY

Designed and taught curriculum for Interactive Prototyping and Creativity and Computation Lab, a requirement for 1st year Masters students in the Design and Technology program. Developed lesson plans that review how code-based work can be used in the design process. Languages included Processing, Arduino, and openFrameworks as well as general coding and physical computing fundamentals.

TEACHING FELLOW 1/2010 – 8/2010

PARSONS THE NEW SCHOOL FOR DESIGN, NEW YORK, NY

Developed and taught preparatory design curriculum for incoming first year MFA Design + Technology candidates.

RESEARCH ASSISTANT 1/2010 – 8/2010

THE NEW SCHOOL FOR SOCIAL RESEARCH, NEW YORK, NY

Assisted Dean Michael Schober and PhD candidate Michelle Levine in analysis of video and audio documentation. The project was selected as the year's best PhD research conducted at The New School, 2010.

DIRECTOR OF BUSINESS DEVELOPMENT / PROJECT MANAGER 4/2007 – 5/2009

PUBLISHING DATA MANAGEMENT, NEW YORK, NY

Responsible for the implementation and on-going development of the web-based, content-management publishing system, ProofPlus, for Franklin Templeton (\$2 MM+ revenue). Lead strategist and advisor for all sales/client/internal meetings relating to automated publishing and multi-purposed, customized publications (ex. marketing and compliance materials). On-site representative at Franklin Templeton (San Mateo, CA) to conduct research and provide support for the Legal, Marketing, and Fund Administration departments. Key tasks included interviewing users directly, researching and designing updates/enhancements, and developing implementation plans for new system functionality.

VICE-PRESIDENT, AUTOMATION SERVICES 4/2004 – 4/2006

DATA COMMUNIQUÉ INTERNATIONAL, CARLSTADT, NJ

Oversaw the implementation and maintenance of all standard and custom deployments of web-based, content-management publishing tools (\$16 MM+ revenue). Worked closely with company executives on developing sales strategies and materials, budgeting, responding to RFPs, and decisions regarding allocation of internal resources for all existing mutual fund and pharmaceutical clients and prospects. Managed Prudential, Bank of America, and Evergreen mutual fund accounts. Accompanied sales team on all meetings regarding new mutual fund business and helped secure two new mutual fund clients (\$6 MM+ revenue). Worked closely with lead designer and chief sales executive to create consistent sales message and accompanying packets. Developed training sessions for internal staff regarding general mutual fund knowledge. Created client and internal training manuals for all applications created or managed by DCI. Employee of the Year, 2005.

PROJECT MANAGER 6/2002 – 3/2004

DATA COMMUNIQUÉ INTERNATIONAL, NEW YORK, NY

Maintained and expanded the Evergreen Investments account (\$8 MM+ revenue) as well as supervised the AllianceBernstein and Bank of America accounts. Created and maintained schedules for automation initiatives. Met regularly with the sales group to report status of accounts, new initiatives, and possible areas for growth as well as with the CFO and programming manager to review status and priorities for automation initiatives. Organized and ran all meetings with clients. Developed sales presentations and demo of the automated publishing application, DocuBuilder.

COLLABORATIONS

- PARSONS / TSINGHUA UNIVERSITY / CHINA ACADEMY OF ART 5/2010 – 6/2010
BEIJING AND SHANGHAI, CHINA
One month project dealing with disaster preparedness efforts in collaboration with Nokia Research, Mercy Corps, and Chinese students from the Tsinghua University and China Academy of Art.
- LVMH / THE ART OF CRAFTSMANSHIP REVISITED 12/2009 – 3/2010
NEW YORK, NY
Three month collaborative project with the Fashion School at Parsons The New School for Design for LVMH Moët Hennessy-Louis Vuitton. Produced/edited documentary of local artisan and designed documentation website.

EXTRA CURRICULAR EXPERIENCE

- MFA DESIGN + TECHNOLOGY THESIS SHOW 11/2010 - 5/2011
PARSONS THE NEW SCHOOL FOR DESIGN, NEW YORK, NY
Co-Chair of the Student Committee that planned, coordinated, and administered the MFA Design + Technology Thesis gallery exhibit and Symposium. Responsibilities included leading weekly meetings with all Thesis student representatives, designing student project “look book” to secure appropriate venues, assigning teams and ensuring accurate completion of tasks, designing website and gallery layout, and developing the student panel Symposium.
- NEW YOUTH CITY, MAKER FAIRE 9/2010
NEW YORK HALL OF SCIENCE, QUEENS, NY
Volunteered for the youth design and arts program. Collaborators included Cooper Hewitt, New York Public Library, and American Museum of Natural History.
- MUSICIAN, THE MUGS 9/2001 - 7/2010
BROOKLYN, NY
Performed, wrote, and co-produced all recorded materials (including two albums, February 2005/August 2007 and two EPs, August 2008/September 2010) by Brooklyn-based band, The Mugs. Responsible for band finances and bookings, which included a month long tour across the United States (Fall 2006) as well as all product distribution and marketing efforts. Co-designed album artwork and promotional materials.
- RUNNER 1/1990 - Present
NEW YORK, NY
Competitive runner since childhood. Scored at Ivy League Heptagonal Championships (1500m, May 2000). Competed in New York (2003) and Boston Marathons (2004).

SKILLS

TRADITIONAL

Interaction Design (Interface, UX, and Systems Design), Design Strategy, Information Architecture, Project Management, Research (Primary and Secondary Methods), Ethnography.

DIGITAL

openFrameworks (C++), Arduino, Processing, Max MSP, Web Standards (HTML/CSS/PHP/Javascript), Adobe CS5 (Flash, Photoshop, Illustrator, InDesign), ProTools (including professional audio recording practices), Ableton, Final Cut Pro, Microsoft Office (Word, Excel, PowerPoint), iWork (Pages, Keynote). Experience programming applications for iPhone/iPad.

HONORS/TALKS/EXHIBITIONS

- Critical Information: Mapping the Intersection of Art and Technology Conference, SVA, New York NY 12/2011
ACM Conference on Creativity and Cognition, High Museum, Atlanta GA 11/2011
Maker Faire, New York Hall of Science, Queens, NY (Editor's Choice Selection) 9/2011
Open Hardware Summit, New York Hall of Science, Queens, NY 9/2011
Noir Festival, Inaugural New School Arts Festival Selection, New York NY 4/2011
Michael Kalil Endowment for Smart Design Award, New York, NY 1/2010
Graduate Dean Scholarship, Parsons The New School for Design, New York, NY 2009 - 2011