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# RYAN RAFFA

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## PROFESSIONAL EXPERIENCE

### TEACHING FELLOW

7/2010 – 8/2010

PARSONS THE NEW SCHOOL FOR DESIGN, NEW YORK, NY

Developed design curriculum and will teach first year MFA Design and Technology candidates.

### DIRECTOR OF BUSINESS DEVELOPMENT

4/2007 – 5/2009

PUBLISHING DATA MANAGEMENT, NEW YORK, NY

Oversaw the implementation of the newly developed web-based automated, content-management publishing system, ProofPlus. Designed the implementation plan for Franklin Templeton Investments. Created and maintained all sales presentations relating to new business opportunities in automated publishing. Key member and advisor for all sales/client/internal meetings relating to automated publishing, process integration, repurposing content, and other functions relating to multi-purposed, customized publications (ex. marketing and compliance materials). Worked at Franklin Templeton (San Mateo, CA) as the on-site representative of PDM. Key tasks included addressing user questions directly and developing schedules and implementation plans for new system functionality/requests with the managers and paralegals of the Legal and Fund Administration department.

### 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 mutual fund automated, content-management publishing tools. Worked closely with company executives on developing sales strategies and materials, budgeting, responding to RFP's, 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 3 new mutual fund clients. Worked closely with head 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 internal training manuals with Director of IT for all applications created or managed by DCI.

### PROJECT MANAGER

6/2002 – 3/2004

DATA COMMUNIQUÉ INTERNATIONAL, CARLSTADT, NJ

Maintained and expanded the Evergreen Investments account as well as supervised the Alliance Capital (now AllianceBernstein) and Bank of America fact sheets accounts. Created and maintained schedules/deadlines 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 the programming manager to review schedules and set priorities for automation initiatives. Organized and ran all meetings with clients. Developed sales presentation and demo of the automated publishing application called DocuBuilder.

## EDUCATION

Cornell University, Ithaca, NY

BS in Business Management and Marketing, 2000

Parsons The New School for Design, New York, NY

MFA in Design and Technology Candidate, Expected Graduation – May 2011, Current GPA – 4.0

## COMPUTER SKILLS

Fluent in ProTools, Arduino, Max MSP, Final Cut Pro and sound/audio recording practices. Working knowledge in HTML/PHP/CSS, MySQL, Video and Photography. Previous work experience provided knowledge in all industry data standards such as XML, XBRL, etc.

## AWARDS/HONORS

Recipient of the Michael Kalil Endowment for Smart Design Award, Student Interdisciplinary Team Grant, 2010.

Graduate Dean Scholarship, Parsons The New School for Design, 2009 – 2010 and 2010 – 2011.

Most Improved Athlete - Cornell University Cross Country, 1999; Spindler/Montgomery Coaches Award - Cornell University Track and Field, 2000; Employee of the Year – Data Communiqué International, 2005.

## CREATIVE EXPERIENCES

### MUSICIAN/ARTIST

Drummer and percussionist. Performed, wrote, and co-produced all recorded materials (including two albums, February 2005/August 2007) by Brooklyn-based band, The Mugs.

### RUNNER

Member of the Cornell University Track and Cross Country Teams. Scored at the Heptagonal Championships in the 1500m (May 2000). Competed in the New York City Marathon (2003). Qualified and ran the Boston Marathon (2004).

## TRAVEL

I toured across the United States by car visiting 24 states. I have traveled across Switzerland and France, spending time in areas around Lausanne and Paris, as well as areas in the Far East such as Hong Kong, Shanghai, Beijing and a number of cities in Taiwan.