

# DANIEL PROJANSKY

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## Jun 07 – Present

### Sesame Workshop, New York, NY Creative Technology Director

Interactive Creative and Technology lead for Sesame Street and The Electric Company, focused on game design, user experience, and technical strategy. Serve as key advisor to production staff, internal and external developers, and curriculum stakeholders.

#### Recent projects and responsibilities include:

Lead design on four person collaborative touch game for Intel All-In-One

- Prototype featured at Intel CES booth, Intel GDC booth and Intel Developer Forum.
- Current Alpha testing shows fantastic user engagement and education efficacy.
- Retail version due 3<sup>rd</sup> quarter 2013.

Game Design, UI, UX Design and tech strategy for Sesame Street, Apps and Web games

- Key driver of game design on a new set of advanced HTML5 games, and high profile transmedia apps and web games.
- Responsible for game UI / UX design.
- Evaluate all tech implications of proposed game designs. Steer design away from impossibilities and empower design ideas with technological solutions.
- Currently working on projects for web, iOS, Android, and Windows 8 native apps.
- Mentor and support producers in vendor management and all technical aspects of game and platform specific production.

Full site redesign for PBS The Electric Company site

- Responsible for all new mobile compliant UI / UX site design.
- Lead designer for seven new games utilizing cutting edge HTML5 implementations.

Universal Media Player for sesamestreet.org & m.sesamestreet.org

- Conceived and designed cross platform new media player for games, videos and interactive promos (Android / iOS / PC) providing optimum experience on all.
- Introduced unique support for multiple aspect ratios for multiple media types without letter or column boxing.
- Designed significant resolution and codec upgrade and metadata extension to 4000+ video segments from 40 years of Sesame Street content plus a library of 240+ web games.
- Created framework for dynamic media player skins based on a component interface design that adapts to the multiple resolutions of phones, tablets and monitors.
- Provided initial design and prototyped in AS3.

Comprehensive Game Analytics API

- Developed a game analytics reporting API for multi-platform use and cross game data standardization.
- Output used to generate usage statistics, curricular efficacy, as well as game design success and user engagement.

## Jun 09 – Present

### Mattel, New York, NY Online Learning Authoring

- Authored a series of mandatory online courses on toy design, engineering, and manufacturing for Mattel employees located throughout the world.
- Courses were authored in AS3 for the Skillsoft Dialog Design web framework.

**Jun 02 - Jun 07**

**Solar Energy Systems, Brooklyn, NY  
Photovoltaic Solar Panel System Design and Installation**

- Architectural renderings using AutoCAD for clients, architects, engineers and permitting.
- Residential and Commercial system layout and design throughout New York City and the tri-state area.
- Physical installation of solar modules and supporting electrical sub-systems.

**Jan 02 - May 07**

**Freelance Interactive Design / Production, New York, NY**

Interactive advertising consultant (Kirt Gunn and Associates)

- Design and production consultant for two full featured X-Box racing games for Lincoln Mercury and Volvo.
- Advertising consultant for Netomat (www.netomat.com) social networking and personal creativity software.
- Design and production consultant for Lincoln/Mercury interactive ad campaign for new 2005/2006 vehicles.

Interactive Game / Toy Design (Boomvox)

- Created educational game design for the Hasbro ION motion sensitive plug and play gaming system.
- Authored scripts for Spin Master interactive toys.

Home Video and DVD Production (Sesame Workshop)

- Created computer graphic elements (backgrounds, props, etc.) for original Sesame Workshop home videos.
- Produced DVD menus, extra features and interactive games for "Friends to the Rescue", "Check-Up Time Elmo", "All-Star Alphabet" and "Guess that Shape and Color" Sesame Street DVDs.

**Sep 96 - Dec 01**

**Sesame Workshop, New York, NY  
Interactive Media Production**

***Vice President Production / Executive Producer (7/99 – 12/01)***

Managed five internal production teams across four departments with the Art Director, Sound Director, Technical Director and five producers reporting directly to me. Overall internal production staff of 35.

- Executive produced award-winning series of Sesame Street and Dragon Tales CD-ROMs including: Sesame Street Toddler, Elmo's Preschool, Ernie's Adventures in Space, Elmo's Deep Sea Adventure, Elmo's World, and Dragon Tales Adventures.
- Oversaw new production for and maintenance of sesameworkshop.org as well as new content for Sesame Workshop brands on PBS. Oversaw internal and external CD-ROM and video game production.
- Worked with educational experts to develop and integrate age appropriate curriculum into products covering infant to 6 years of age.
- Oversaw television animation production for the Sesame Street season 33 segment "Journey to Ernie," as well as Sesame Street transitions and interstitials.
- Managed in-house development migration to a 3D game engine and 3D character modeling and animation for PS2
- Managed external development of Sesame Street Game Boy, PS1 titles.

***Programmer (6/97 – 7/99)***

Coded Sesame Street titles CD-ROM titles in C++ and proprietary scripting language

- Lead Programmer on three titles including the critically acclaimed Sesame Street Music Maker.
- Team programmer on three additional Sesame Street titles.
- Developed midi based audio and animation timing playback C++ engine extension.

***Producer (5/98 – 1/99)***

Additional production responsibilities while programming.

- Managed department staff of four production assistants.
- Produced localization of two Sesame Street CD-ROMs into Dutch & German.

**Production Assistant (9/96 – 6/97)**

- Assembled, managed and converted CD-ROM audio, art and animation assets using proprietary and industry standard tools.

**Jan 92 - Sep 96**

**Film and Commercial Production, New York City/Tri-State Area**

**Location Manager / Location Scout**

Managed locations department, hired and supervised staff scouts, developed budgets, and served as liaison to city and state governments, police and the general public.

**Production Coordinator/Production Assistant**

Responsible for staffing, scheduling, payroll and catering; assisted lighting, grip, and camera crews.

- Feature Films: *The Real Blonde*, *The Sunshine Boys (TV)*, *Spanking the Monkey*, *Dead Funny*, *The Truth*, *The Indian in the Cupboard*, *My Father the Hero*, *Love Walked In*, *Marvin's Room*, *Searching for Bobby Fischer*, *The Night We Never Met*, *The Music of Chance*, *Fresh*.
- Commercials: Lender's Bagels, American Express, Wendy's, Kraft, Roller Blade, McDonalds, AT&T, Pizza Hut, General Motors, Lipton, Parker Brothers, Dupont, Master Card, etc.

**May 91**

**State University of New York at Binghamton**

**B.A. Film and Video Studies**

- Minor East Asian Studies
- Student film, "My Father's First Film," aired on WNYC TV *First Exposure*