

TYLER MALBOEUF

WOODSTOCK, CT • TYLER@TYLERMALBOEUF.COM • 860.933.2902

EDUCATION

MFA Digital Media & Design

University of Connecticut | May 2017
GPA: 3.83

BS Mechanical Engineering

University of Connecticut | May 2015
Concentration: Manufacturing and Design
GPA: 3.35

EXPERIENCE

UConn Digital Media & Design

Graduate Assistant | August 2015-May 2017
+ Manage communication and project deliverables between stakeholders across departments of Molecular & Cellular Biology, Statistics, Computer Science, and Digital Media & Design
+ Create 3D models and ideate UI concepts for research purposes and educational discovery contexts

AgencyX

Project Manager | August 2016-December 2016
+ Manage client needs and agency output across social media, email, and video
+ Establish marketing objectives and oversee strategic and creative content development and implementation
+ Lead social media team in planning, aggregation, and deployment
+ Report post-launch analytics to stakeholders and follow iterative processes to optimize and improve results

IBM

Digital Media Intern | January 2015-May 2015
+ Develop high-level marketing strategy and vehicle to increase awareness and expand user base of the company's internal, employee-driven innovation systems
+ Redesign program website with careful consideration of user experience and integration into existing digital properties

PROJECTS

MFA Thesis Project | Collectively

August 2016-May 2017
+ A self-directed effort rooted in entrepreneurship and design, study retail landscape and develop a conceptual solution (including efforts in interface design, web development, business & marketing, and motion graphics) for the radical shift in how consumers shop digitally

UConn MBA Innovation Accelerator

August 2015-December 2015
+ Consult high-tech startup venture by performing industry-specific research and presenting a go-to-market plan

UConn Engineering Senior Design Project | Schick-Wilkinson Sword

August 2014-May 2015
+ Explore an area of opportunity through market research, engineering concept design and analysis, and rapid prototyping
+ Periodically present project status, developed solutions, and data analysis results

ACTIVITIES

Creating Economic Opportunity

Partner | December 2012-May 2015
+ Contribute to product design including digital and physical prototype phasing
+ Assist in sourcing and production by communicating with potential manufacturers
+ Work cross-functionally in marketing and creative direction to introduce endeavors to the market

SKILLS

+ Microsoft Word, PowerPoint, and Excel
+ Hootsuite Platform Certification
+ Adobe Illustrator
+ MAXON Cinema4D
+ HTML & CSS
+ SolidWorks
+ Product Development & Marketing