

## EXPERIENCE

**CO-FOUNDER, SEEDSPEAK LLC** / co-conceived and co-founded SeedSpeak, a mobile social-networking platform (to be released for the iPhone early 2011) made possible with funding by the Knight News Challenge

**WEB COORDINATOR, SOCIETY OF AMERICAN BUSINESS EDITORS AND WRITERS (SABEW) (SPRING 2010-PRESENT)** / produced multimedia web content; helped develop and manage social media and member communication strategy; developed and managed SABEW's social media and member communication strategy; produced print and web graphics; helped plan programming for national conference events; coordinated member training webinars; started a design-minded goal-setting to develop organizational initiatives; developed a handbook for administering the SABEW annual conference

**PROJECT MANAGER, GANNETT NEW MEDIA INNOVATION LAB (FALL 2009)** / designed and oversaw development of an iPhone reference-tool application for Arizona Guardian, a news site covering Arizona politics; created, developed, designed and oversaw development of a "widget" that feeds off multiple dynamic data sources to demonstrate the concept of "predictive analysis" for an international client

**TECHNICAL DIRECTOR/WEB PRODUCER, CRONKITE NEWS-WATCH (FALL 2009)** / directed pre-taped segments for a live, 30-minute newscast airing on Arizona's PBS affiliate; produced web content for the NewsWatch website; helped develop a plan to grow the reach and functionality of the NewsWatch online platform; floor-directed, set up live shots and operated studio cameras during live broadcasts

**RESEARCH ASSISTANT/TEACHING ASSISTANT, ARIZONA STATE UNIVERSITY'S CRONKITE SCHOOL (FALL 2008-FALL 2009)** / interviewed and gathered data for research projects on newsroom culture; fact-checked source material for book about the Bush administration; managed grades, proctored tests and performed other assistant duties for an introductory journalism course; helped administer a public opinion poll operated by the Cronkite School and Arizona's PBS affiliate

**MULTIMEDIA PRODUCTION INTERN, AZCENTRAL.COM (SUMMER 2009)** / produced online video- and slideshow content; copy-edited text stories, wrote headlines and managed news content in a fast-paced, breaking news environment

**CONTRIBUTOR, CRONKITE ZINE (SPRING 2009)** / pitched story ideas, reported and produced Flash, video and other new media content for the online magazine at ASU's Cronkite School of Journalism and Mass Communication

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## EDUCATION

**MASTERS OF MASS COMMUNICATION** (December 2009) / Arizona State University, Walter Cronkite School of Journalism and Mass Communication

**BACHELOR OF ARTS: GERMAN STUDIES, EUROPEAN STUDIES** (2005) / University of Washington – Seattle, Johannes Gutenberg-



## Cody Shotwell

INTERACTION DESIGN  
USER EXPERIENCE  
USER RESEARCH  
QUALITY CONTENT

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## SKILLS

prototyping and wireframing  
qualitative analysis experience  
strong working knowledge of CSS and HTML  
basic PHP, Actionscript and Javascript  
Drupal, Joomla and WordPress CMS  
teaching and tutoring experience  
fluent German  
basic Spanish

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## SOFTWARE

Microsoft Office  
Photoshop  
Illustrator  
Final Cut Pro  
Premiere Pro  
InDesign  
Flash  
Adobe Connect  
Soundbooth  
Soundtrack Pro  
After Effects  
Fireworks  
Omnigraffle  
Dreamweaver  
Blender