

# SUNIL DOSHI

## address

1207 Richmond St  
Pittsburgh, PA 15218

t (202) 352-8906  
e sunil@doshimedia.com  
w http://doshimedia.com

## OBJECTIVE

Currently seeking a position that blends my knowledge of product development, user interface design, usability, social media, marketing and brand strategy on the web, mobile and other emerging technologies.

## EXPERTISE

Combining user experience, product development and marketing with a deep interactive background, I have overseen execution of projects from client acquisition to completion. This has involved:

- User experience and interface design for web, mobile and emerging technologies
- Product development and team management
- Interactive strategy for design, content, social platforms and brand positioning
- Expert proficiency with design tools including Adobe CS Suite, BBEdit, and OmniGraffle
- Hand-coded, standards-based XHTML/CSS implementation

## PROFESSIONAL EXPERIENCE

### Selected Achievements:

Conceptualized and led the development of 2ergo's best-of-breed mobile applications, Swift and Via. Swift is a Mobile Web Site (WAP) creation tool and Via is a simplified SMS campaign application. Both products feature administration tools using next-generation web technologies.

Led creative and strategy on iOS applications for FOX News, FOX Business and FOX Sports.

Conceptualized, designed and implemented social campaigns for BBC America shows including *Doctor Who* and *Top Gear*. Platforms included Twitter, Tumblr, YouTube and Facebook.

Developed the site architecture and design for The Washington Post's mobile web presence. Included developing a seamless experience across various classes of device from small-screen "feature" phones to iPhones and Android phones.

Produced and established user experience and messaging for the first live SMS voting event on American television during the *2003 Daytime Emmys*.

Produced, designed and implemented HBO's first mobile games for *Sex and the City* and *Sopranos*. This was part of an exclusive mobile relationship with HBO and AT&T (then Cingular).

### Principal, Doshi Media (2010-present)

Lead the full cycle of interactive development for web and mobile interfaces. This includes user experience definition, design, product management, account management and social media strategy.

Clients include BBC America, Participatory Culture Foundation, DOTGO and Pixia.

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## **2ergo** (formerly Proteus), 1999-2010

### **Director of Product Development/Creative**, 2ergo 2004 - 2010

Directly managed a team of designers, developers and content specialists, which included responsibility for resource allocation, creative direction, internal process compliance and talent development.

Clients included FOX News, FOX Sports, Apple, HBO, Discovery Channel, ABC, Washington Post-Newsweek Interactive, Scripps Networks, MasterCard, Sprint, AT&T Wireless, T-Mobile, ExxonMobil and Motorola.

Conceptualized and led the development of 2ergo's best-of-breed mobile applications, Swift and Via. Swift is a Mobile Web Site (WAP) creation tool and Via is a simplified SMS campaign application. Both products feature administration tools using next-generation web technologies.

Determined user experience requirements and created implementation plans and documentation. Led design and development teams through to end products that had usability without compromise.

Had a key role in high-level business development strategy and every aspect of project implementation, including client acquisition, requirements definition, interface design, content development and project launch.

### **Interface Designer/Senior Interface Designer**, Proteus 1999 - 2004

Managed and executed architecture, design, and implementation of projects with Proteus' largest clients.

Developed website architecture and executed construction.

Developed standards for mobile products such as SMS campaigns and WAP sites.

## **EDUCATION**

**The Pennsylvania State University**, BA, Media Studies, 1996 - 1999

**New York University**, Film Production, 1994 - 1996

## **REFERENCES**

Available upon request.