

# SUNIL DOSHI

## address

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## OBJECTIVE

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

## EXPERTISE

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

- Product development and team management
- Anticipating, evaluating and implementing new interactive technology
- Managing and distilling the needs of disparate stakeholders within a large organization
- User experience and interface design for web, mobile and emerging interfaces
- Interactive strategy for design, content, social platforms and brand positioning
- Expert proficiency with design tools including Adobe CS Suite, BBEdit, and OmniGraffle

## PROFESSIONAL EXPERIENCE

### Selected Achievements:

Lead product strategy and management for **Reviewed.com**'s interactive and advertising products. Conceptualizing and managing the execution of multi-platform content distribution including mobile, tablets and syndication. Development of new editorial products to meet needs of current media consumers. Development of diversified revenue-generating products including award licensing and affiliate purchasing opportunities for consumers. Recently led a complete re-branding of Reviewed, along with being an integral part of shifting the business to an affiliate-based revenue model.

Conceptualized and led the development of **2ergo**'s best-of-breed mobile products, 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.

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

Conceptualized, designed and implemented social campaigns for **BBC America** shows including *Doctor Who* and *Top Gear*. Platforms included Twitter, Tumblr, YouTube and Facebook. Included development of cross-network campaigns, branding and products.

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

**Reviewed.com, a division of USA TODAY (2011-present)**

**Vice President, Product**

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Lead the interactive and creative efforts for Reviewed.com's network of product review content properties. Responsibilities include product management, technology evaluation, team management, matrix organizational management, user experience, design, client interaction, traffic acquisition and social media strategy.

Anticipate and evaluate emerging media technologies. Lead all interactive product strategy and execution. Implementation of mobile, tablet and next-generation content distribution. Manage teams of developers, designers and content creators to implement product strategy.

Introduced new revenue streams with review award licensing and consumer affiliate purchasing infrastructure.

Completely rethought editorial product to increase brand awareness and loyalty. This included working with developers to create a new API, content management system and rewriting the underlying presentation codebase. Editorially, outlined and directed overhauls in photography and narrative structure. Led development, editorial and sales resources in implementation.

Led the development of a responsive web implementation that will gracefully display content appropriate to any device from feature phones to tablets to televisions.

Developing content syndication partnerships to increase traffic and brand awareness. Developing extensible feed-based and co-branded products to deploy to partners.

Navigate and manage the needs of Reviewed.com within the larger Gannett organization. Serve as a central integration element between product, development, sales and content groups across the business.

Serve as key product touchpoint for business development. Serve as primary contact between advertising partners and Reviewed.com product and development teams. Participate in traffic acquisition activities and SEO-related implementation.

Establish strategy, identity and content creation for social and audience outreach.

## **Doshi Media (2010-present)**

### **Principal**

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.

Developed social strategy and products for BBC America. Included multi-platform and multi-network campaigns for Doctor Who and Top Gear. Engaged consumers on various social platforms with a cohesive brand message. Efficiently managed and implemented the cross-functional needs of the marketing, creative, digital and development groups at BBC America.

Other clients included Participatory Culture Foundation, DOTGO, Omniscience and Pixia.

## **Zergo (formerly Proteus), 1999-2010**

**Director of Product Development/Creative**, Zergo 2004 - 2010

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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.