

# SARAH BRIN

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## EDUCATION

### UNIVERSITY OF SOUTHERN CALIFORNIA

Los Angeles, CA

M.A. Public Art, Interactive Media (May 2011)

### BRANDEIS UNIVERSITY

Waltham, MA

B.A. Cultural Studies, Honors (May 2008)

## AWARDS & RECOGNITION

- Mentor, Limit Break (2022)
- Mentor, Prince's Trust (2021 to present)
- BAFTA Member (2020 to present)
- Global Talent Visa, UK Home Office and Arts Council England (2020 to present)
- Mentor, Creative Start-Ups (2019)
- Creative Producers International Fellowship (British Council and Playable City), 2017-2020
- Awards Juries: Creative Capital, IndieCade, Games Developer Conference, California Arts Commission
- Red Dot Design Award, Communication Design, 2015

## PROFESSIONAL EXPERIENCE

### BUSINESS DEVELOPMENT MANAGER

*Sony Interactive Entertainment (Media Molecule), Guildford, UK / November 2020 – Present*

- Leading design teams on interactive projects showcasing the cross-disciplinary affordances of *Dreams* with partners including BBC Earth, Aardman Animation, Yahoo, Sony Pictures, BAFTA, and others.
- Generating and growing partnerships. Developing and executing on deal terms in collaboration with legal counsel, including IP licensing, comms plans, and publishing on multiple platforms.
- Serving as first point of contact for partners, assessing needs, and collaboratively developing value for Media Molecule, Sony, our partners and community-members.
- Creating and delivering communications including pitch decks, product strategy, market insights, and lectures for industry events and executive leadership.

### FREELANCE WORK

*Sarah Brin Consulting Services, International / 2010 to present*

- Providing a range of production, creative direction, and advisory services related to creative technology projects, for clients including Rolls Royce, SFMOMA, Simogo, British Arts Council, BAFTA, PUBG, Canada Arts Council, the League of American Orchestras and others.
- Delivering keynote lectures and workshops on design and creativity at international conferences and events, including Game Developers Conference, the Finnish National Opera and Ballet, Eyeo, Lift, Playable Cities, Near Now, London Games Festival, and many others.

### STRATEGIC PARTNERSHIPS MANAGER

*Meow Wolf, Santa Fe, NM / Oct 2018 – April 2020*

- Leading an interdisciplinary software development team using agile/scrum methodologies to produce the *Anomaly Tracker* AR mobile app; the *Meow Wolf* mobile app; the *Meow Wolf Outside* alternative reality game; and multiple interactive exhibition elements for Meow Wolf locations in Denver, Las Vegas and elsewhere.
- Acquiring and building business relationships. Pitching, delivering, and tracking joint-ventures and business growth deals with companies across immersive technology and entertainment sectors.
- Managing a departmental team of 12, including conducting quarterly reviews, maintaining budget oversight, and planning product strategy.
- Regularly reporting on project status and state of the industry to executive leadership, investors, and project partners.

## **R&D MANAGER**

*IT University Copenhagen, Denmark / Jan 2016 – Oct 2018*

- Sourcing and managing partnerships with 10 interdisciplinary organizations in a design research process focused on game design, resulting in 10 prototypes.
- Coaching partners on design methodologies and industry best practices related to interactive design and rapid prototyping.

## **PUBLIC PROGRAMS MANAGER**

*Autodesk, San Francisco, CA / Jun 2014 – Aug 2016*

- Conceptualizing, pitching, and delivering high quality and mediagenic R&D partnerships, strategic initiatives and public programs focused on creating value for Autodesk's brand.
- Leading cross-functional teams of technologists, artists in residence and executive leadership to deliver groundbreaking digital fabrication projects showcasing Autodesk's tools.

## **PROGRAM COORDINATOR, URBAN SUSTAINABILITY**

*Antioch University, Los Angeles, CA / Oct 2012 – Jun 2014*

- Leading operations for the M.A. in Urban Sustainability Program, including residential labs, payroll, student counseling and contracts.
- Designing and teaching the USMA Boot Camp course, training incoming students on presentation, writing and research skills.

## **EDUCATION STAFF**

*Museum of Contemporary Art Los Angeles, Los Angeles, CA / Aug 2012 – Jun 2014*

- Developing and leading customized inquiry-based tours for MOCA's Permanent Collection and seasonal modern and contemporary art exhibitions.
- Leading the development of MOCAtv's web series "Art in Videogames" and "Horizon," a press conference and exhibition focused on independent videogames.

## **CREATIVE PRODUCER**

*No Mimes Media, Santa Fe, CA / May 2012 – Nov 2012*

- Recruiting and managing design, production and performance talent for a science-based alternative reality game with real-time, mobile, web and video assets.
- Supervising budget, schedule and implementation for web development, asset development, experience design, film production, and live events.

## **GRADUATE INTERN**

*Machine Project, Los Angeles, CA / May 2010 – Sep 2010*

- Creative producing 3 projects for "Glow," an all-night arts festival, including a series of concerts on the Santa Monica carousel, a roving anarchist marching band (tracked by GPS), and a pirate musical encampment
- Coordinating set-up, take-down and instructor support for all creative technology workshops and classes, including topics like photovoltaic sensors, screen printing, optical illusions, sound mixing, and more.

## **SEARCH MARKETING INTERN**

*Yahoo, Burbank, CA / Sep 2008 – Jan 2009*

- Developing search marketing campaigns for small businesses.
- Creating RFPs, search terms and advertising copy for a range of industries.

## **REFERENCES**

**References available upon request**