

SAURABH BOSE

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EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business **Atlanta, GA**
Master of Business Administration *December 2017*

- Concentrations: Leading Digital, Strategy & Innovation, Marketing

GPA: 3.75

GEORGIA INSTITUTE OF TECHNOLOGY, School of Literature, Communication and Culture **Atlanta, GA**
Master of Science in Information Design *June 2001*

- Concentration: Digital Media
- Master's Project: Development of digital music technology application and platform
- Research Assistantship: Design and support for startup incubator Advanced Technology Development Center

GPA: 3.60

GEORGIA INSTITUTE OF TECHNOLOGY, School of Industrial & Systems Engineering
Bachelor of Industrial Engineering *June 1998*

EXPERIENCE

ThirdEye Networks, Inc. **Atlanta, GA**

Technology startup building an innovative, consumer-centered web navigation platform

Brand Strategist *September 2014 – Present*

- Developed company brand, marketing and design strategy to attract and inform consumers as well as potential investors
- Collaborated with CEO/Database expert and information architect to refine product plans for web platform based on customer needs
- Selected to participate in SXSW Startup Spotlight 2015 from 5,000 that applied
- Presented at Startup Riot 2015, a one day conference that highlights 30 startups to over 300 attendees

The Art Institute of Atlanta **Atlanta, GA**

Faculty Instructor *September 2001 – Present*

- Integral in development of Media Production program which had over 900 enrollments
- Developed and taught over 20 different courses in design, web and interactive media

UNDO, LLC **Atlanta, GA**

Boutique design agency focused on experiential, motion and interactive media design

Co-Founder, Designer *August 2001 – July 2006*

- Designed innovative digital solutions for clients such as CNN, GE, G4 Channel, Atlanta Gas Light
- Awarded Best of Show SXSW Interactive Finalist (2004)
- Awarded American Institute of Graphic Arts Southeastern Excellence in Design Award (2005)
- Featured Flashbang! Designer (2001- 2003)

NoticeNow, Inc. (Rare Medium) **Atlanta, GA**

Innovator in internet telephony communications

Senior Web Designer *September 2000 – August 2001*

- Oversaw all phases of design for in-house projects, from development to implementation

iXL (Interactive Agency) **Atlanta, GA**

International interactive agency and consultancy

Web Designer *June 1998 – August 1999*

- Assisted in development of the SiteMan project, a proprietary template based Web design software
- Designed over 300 franchise web sites for clients AutoConnect and InterContinental Hotels Group

SKILLS/INTERESTS

Languages: English, Bengali

Skills: Adobe Creative Cloud, Avid, Tableau, HTML/CSS, Design Thinking, Public Speaking

Affiliations: Georgia Tech Marketing Association (GTMA), NetImpact, Atlanta Web Design Group, AIMA

Awards: BBC Introducing Artist (2011), DramaTech Theater Best Sound Design (2001)

Activities: Raksha (Georgia based non-profit) Volunteer of the Year (2003)

Interests: Music, travel, DIY electronics