

Karl J Mendonca

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Education

- PhD in Film and Digital Media, UCSC, Santa Cruz (2010 -)
- MA in Media Studies, New School University, New York (2008)
- MA in English Literature, Mumbai University, Mumbai (2003)
- BA in English Literature, Mumbai University, Mumbai (2000)
- Certified Usability Analyst (CUA), Human Factors International (2005)

Professional Experience

Freelance UX Research Consultant | My Autism Team | Jan '11 –

User Experience Research for the Web site MyAutismTeam.com.

Research Associate/Consultant | Sachs Insights | Jan '10 – Jan '11

Conducted User Experience Research and Ethnographies for Web and mobile-based products and platforms. Clients include Nike ID, Verizon, S&P & IFC.

Adjunct Faculty | The New School | Jan '08 – Dec '09

Community Media Design

Students designed, developed and maintained a participatory, citizen journalism Web site for The New School community.

Media Toolkit

This course enabled students to evaluate and make decisions concerning their relationship to proliferating technologies and new media. The course combined lectures and lab-work to help students familiarize themselves with various software platforms and multimedia tools to more effectively gather, analyze, contextualize, present and re-present information within a broad political and cultural framework.

Video Encoding & Media Management | UNICEF | Oct '09

Managed workflow and media encoding and conversions (PAL – NTSC) of archival footage for a climate change project that showed at UN Climate Change Summit, NY on Sep 22, 2009.

Link: <http://www.youtube.com/watch?v=liJBmlw8VEY>

Freelance Videographer / Audio Engineer | SNP | Jan '08 – Jan '09

- Videography for communication based training and review sessions.
- Recorded live interviews for radio programming and podcasts produced by SNP.

Sr. Technical Editor / Usability | Human Factors International | Mar '03 – Jul '04

Usability reviews and diagnostic testing of interfaces based on heuristics and user-centered design principles. Key clients include NCR, SAP, Adidas (Japan), Nokia & HP.

Content Developer | Tata Interactive Systems | Jan '01 – Jan '02

Wrote and produced interactive Web/CD based educational modules. Key clients include K-12, Gartner Group of Learning and the McGraw Hill Learning Network

Writer | 2NZ | Jun '02 – Jan '03

Wrote six episodes of a children's comic book titled "The Adventures of Chhotha Birbal." The comic books were adapted into an animation series and aired on Cartoon Network, Asia in Jan '04.

Columnist | The Times of India | Dec '01 – Oct '02

Wrote a weekly column about the politics and peculiarities of the Great Indian English.

Section Editor / Journalist | Sunday Observer | Apr '97 – Jun '98

Edited, designed, and managed the youth-centric weekly supplement of the newspaper

Skills & Abilities

Web Programming / Interaction Design

PHP, MySQL, HTML, CSS, Max MSP Jitter, Processing, Adobe CS4: Flash, Photoshop, Illustrator, Dreamweaver, & Fireworks

Film & Video Production

Final Cut Pro, After Effects, DVD Studio Pro, Compressor, Sorenson Squeeze, Adobe Media Encoder, Panasonic HVX-100B, JVC GY-HD HDV cameras, Bolex (16mm), Arriflex SR-II (16mm), JK Optical Printer (16mm)

Teaching Assistantships

UCSC Fall '10 –

- International Cinema: 1930's – 1960's (Drew Todd)
- Television, Culture and Society (L. S. Kim)

The New School Fall '05 – Fall '07

- Media Toolkit (Dominic Pettman)
- Media and Architecture (Shannon Mattern)
- Producer's Craft (Kit Laybourne)
- Recycled Images (Jeanne Liotta)
- Immediacy : Media Studies Online Publication (Shannon Mattern)
- 16mm Film Editing (Hans Dudelheim)
- Cinematography for Documentary Filmmakers (Hope Hall)
- Cinema and Social Action (Ken Wark)
- Acting for Directors (Brad Barnes)

Conferences / Presentations

- The Ephemeral Trace, USC, 2012
- Re-Evaluating the Post-Colonial City, University of Leeds, 2012
- Critical Themes in Media Studies, The New School, 2011
- MIT5, "Creativity, Culture and Collaboration in the Digital Age", 2007
- Critical Themes in Media Studies, The New School, 2007