

GRIVA PATEL

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EXPERIENCE

Public Broadcasting Service (PBS), Arlington, VA **June 2020 - Present**

Senior Product Manager, Education

- Leading the product development of PBS LearningMedia, our flagship product for educators
- Creating and maintaining roadmaps of our feature releases, and managing our remote development team
- Driving the design, development and management of new features, analytics and CMS for our content contributors
- Working with marketing, engineering, design, content, customer support, and product leadership teams
- Collaborating with stakeholders to drive the product strategy while advocating for the highest product value for educators
- Researching trends in the EdTech industry to assess their value for educators and students

Public Broadcasting Service (PBS), Arlington, VA **Sept 2018 - June 2020**

Senior Product Manager, Brand Licensing

- Led the product development of Playtime Pad+, a kid-safe tablet for 2-10 year old kids, that launched in Walmart stores
- Led the product development of a space themed Alexa enabled cooperative board game for ages 10+
- Partnered with companies to design and manufacture PBS KIDS toys and games available across different retailers
- Developed a digital strategy for the PBS KIDS online retail store to provide a one-stop shop for all our branded products
- Prototyped digital games using Unity and C# for research and development of interactive products for kids

Public Broadcasting Service (PBS), Arlington, VA **Jan 2018 - Sept 2018**

Experience Designer, PBS KIDS Digital

- Designed engaging apps using Unity and C# that connect to toys using Bluetooth for 4-8 year old kids
- Researched the mechanics of story-based games to understand what features work best with interactive games
- Developed augmented reality apps to assess the effectiveness of connected play apps
- Researched digital co-play games across platforms and consoles to recognize successful attributes

codeSpark, Pasadena, CA **May 2017 - Aug 2017**

Game Design Intern

- Designed prototypes of intuitive tutorials integrated within the gameplay for a multiplayer snowball fight mini-game
- Implemented designs with Unity and C#, and led playtesting sessions to test their effectiveness with the target audience

Liaison Technologies, Alpharetta, GA **June 2014 - June 2016**

User Interface Developer

- Developed a user interface for data management applications integrating patient information from different databases
 - Designed prototypes (wireframes, screen mockups, etc.) for team and client demonstrations
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SKILLS

Product: Communication, agile, prioritization, iteration, research, strategic thinking, roadmap planning

Product Tools: Product Plan, Figma, Jira, Confluence, Trello, Miro, Google Analytics

Programming: C#, Python, Processing, JavaScript, AngularJS, HTML5, CSS3

Designing: Illustrator, Photoshop, Maya, InDesign, After Effects, Unity

EDUCATION

Carnegie Mellon University, Pittsburgh, PA **Aug 2016 - May 2018**

- Master of Entertainment Technology

Georgia Institute of Technology, Atlanta, GA **Aug 2010 - May 2014**

- Bachelor of Science in Computational Media

IT University of Copenhagen, Copenhagen, Denmark **Aug 2012 - Dec 2012**

LEADERSHIP

Entertainment Technology Center, Carnegie Mellon University **Aug 2017 - Dec 2017**

Head Teaching Assistant for Building Virtual Worlds

- Managed 78 students with a co-head TA and a team of 11 TAs for the class taught by Jesse Schell and Dave Culyba
- Helped familiarize the incoming students with the technologies and platforms used in the Building Virtual Worlds class
- Provided feedback to students to support their learning and professional development in the entertainment industry