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rajeshrajeevan.com

EDUCATION

M.A, Digital Media
**Lehman College of The City
University of New York,**
Bronx, NY
12/2023

Bachelor of Science, Digital
Multimedia
SUNY Empire State College,
Saratoga Springs, NY
2017

Advanced Diploma, Digital
Multimedia
**Amrita Institute of Computer
Technology,** Kerala, India
1997

RAJESH RAJEEVAN

PROFESSIONAL SUMMARY

Digital Media Artist skilled in video production, graphic design, and photography. Dedicated to pushing the boundaries of visual storytelling by harnessing the power of light, sound, and technological innovation. Seeking a challenging role to contribute creatively and grow professionally within a dynamic team.

ACCOMPLISHMENTS

- **20/20 Hands** - Documentary Film Runner-up, Best Documentary - CUNY Film Festival, Graduate Category (2024)
- **Annual Award 2020** - Parks Covid 19 Response, Innovative Programming Team
- **Annual Award 2018** - Best Special Event Team, Urban Wildlife Festival

WORK HISTORY

November 2015 - Current

NYC Parks and Recreation - Community Associate, Media Education Department

- Develop and facilitate engaging digital learning workshops in categories of digital literacy, workforce development, multimedia, academic enrichment and STEAM
- Teach digital technologies including digital film production, graphic design, stop motion animation and web design
- Develop a 360 degree virtual reality video for New York City historic house trust, Van Cortland House Museum enhancing visitor experience
- Collaborate with BMCC student interns to film and edit two short films for the Dyckman Farm Museum
- Manage media lab operations, ensuring equipment accessibility and optimal learning environment for all users
- Conduct course evaluations to improve program effectiveness.
- Identify and respond to community needs and interests to develop relevant media education programs.

April 2015 - November 2015

Life Touch / Grad Images - Photographer

- Captured and perfected signature photographs for multiple graduates, including handshake, portrait, and candid shots.
- Managed studio and on-location photo shoots for individuals and small groups.
- Mastered lighting, composition, and equipment to achieve desired photographic outcomes.

- Collaborated effectively with clients to meet their photography needs in a fast-paced environment.

July 2013 - April 2014

Santhigram Wellness - Graphic Designer

- Conceived and executed a diverse range of advertisements across website, mobile app, social media, and landing pages.
- Designed and managed an ecommerce website, optimizing user experience and driving sales.
- Maintained and updated company's social media presence and executed email marketing campaigns.
- Created engaging marketing materials including brochures, posters, and other collateral.
- Enhanced visual assets through photo retouching, color correction, and archive management.

March 1997 - August 2012

Amrita University - Team Lead / Head of the Department, Kerala, India

- Coordinator of courses such as certification in digital film making, 3D character animation, graphic design and web designing
- Filmed and edited promo reels, interviews, and events
- Taught courses in video editing and other graphic design programs
- Mentored film production interns who worked in collaboration with a local TV station
- Designed and developed Universities multiple websites
- Designed newspaper ads, displays, brochures

SKILLS

- Operating systems: Windows, Mac OS, Linux
- Video Editing: Adobe Premiere, DaVinci Resolve, Final Cut Pro 7.5
- Audio Editing: Sound forge, Audacity, Adobe Audition
- Design Tools: Adobe Photoshop, Adobe Illustrator
- Web Design: WordPress, Wix
- Microsoft-Office PowerPoint and Word
- Camera: SLR, DSLR, Camcorders, Mirrorless Fullframe and Micro 4/3 cameras and various lenses
- Lighting: Utilizing natural and artificial light effectively.
- Audio Recording: Capturing high-quality sound using microphones and recording equipment.