

# SARA O'HEARN

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## Summary of Qualifications

**Senior Content Producer, Project Manager and Team Leader** focused on developing original multi-media, print, and new technology products for kids and adults within strict cost and schedule targets. My 12+ years of production and digital content strategy experience demonstrate expertise across a range of projects, from managing large-scale efforts with multiple stakeholders and offshore development to boutique interactive design and production.

## Professional History

### **SR. CONTENT DEVELOPER**

August 2007 to Present

Providing interactive design, writing, editing, and production management services to leading-edge developers of interactive products for kids, including Disney, Scholastic, Pearson, Chronicle Books, Nickelodeon, Bob Books, and Barnes & Noble. Notable and recent projects include:

**Pearson PLC.** Produced over 200 classic literature e-books ranging from 2<sup>nd</sup>-12<sup>th</sup> grade, for the More To Explore section of the Pearson Common Core System of Courses. Consulted on site design and UI features.

**Disney Publishing.** Produced two best-selling educational apps "Moving with Doc" and "Jake's Never Land Shapes and Patterns" based on the Disney Jr. licenses. Coordinated production and offshore development within licensor schedule, design and product requirements.

**Bob Books.** Providing digital strategy for an evergreen children's book series that have sold over a million copies in print and continue to grow in the digital space. Facilitate strategy meetings, Android app releases and updates to existing content, with future products in the works for 2014.

**Education.com.** Designed a series of HTML5 game templates to be used in a subscription-based PreK-1<sup>st</sup> grade reading program

**Chronicle Books.** Managed a variety of print titles in the Chronicle children's list. Key projects included: Paul Frank's "High Five with Julius and Friends" and "Julius! All About Me, My World, and My Life (So Far)", "Simple Steps Toward a Healthier Earth", developed in collaboration with the NRDC.

**Ultimate Dance Off.** Provided initial project management, scope definition, event design and leveling, and economy markers for a 3D animated social game created by Mighty Play.

**Nick Jr. Boost.** Designed four leveled adaptive casual games for Nickelodeon's subscription-based educational gaming site aimed at kids in PreK-1<sup>st</sup> grade, including "Dora's Rainbow Fiesta", and "Kai-Lan's Picnic Packing".

**Scholastic, Inc.** Produced two non-licensed handheld video games, "Digging for Dinosaurs" and "My Amusement Park" aimed at kids 4-7 for the Leapster game device.

### **Panarea Digital**

October 2010 to January 2013

#### **DIRECTOR OF CONTENT**

Oversaw production of all major content initiatives for this multi-national educational startup. Managed and collaborated with a production team offsite in Buenos Aires, Argentina while coordinating client relationships in New York, California and Europe. Key projects include:

**Nearpod.** Oversaw initial development of this award-winning app for teachers to use synchronized mobile devices in the classroom. Managed in-class pilot program complete with research results and video summary, performed customer and competitive research, collaborated on minimum viable product for launch, reviewed wireframes and early releases for UI improvements. [www.nearpod.com](http://www.nearpod.com)

**Panarea E-Reader.** Produced a proprietary white-label e-reader for use in the consumer or academic markets, with full interactive features including audio, animation, games, note-taking, administrator privileges, and reporting. Developed 400 eBooks complete with activities for our most recent client, Mondo Publishing. <http://www.panareadigital.com/content/ereader/>

**Barnes & Noble Nook Kids E-Reader Picture Books.** Managed the offshore production team, defined processes and coordinated with the client to complete over 100 e-Book projects in time for the launch of the Nook Color kids' library in November 2010. [www.nook.com/kids](http://www.nook.com/kids)

**Disney Learning Apps.** Designed, wrote, and produced two interactive iOS learning apps for Disney publishing. Both "Letters with Pooh" and "Numbers with Nemo" were featured as *New and Notable* in the iTunes store, maintaining top-10 status for over 6 weeks.

### **LeapFrog, Emeryville, CA**

November 2000 to August 2007

#### **EXECUTIVE PRODUCER** (October 2006 to August 2007)

Developed launch product line for the Tag Reading System. Responsibilities included:

- Resourcing and managing team of 10+ producers.
- Managing multi-disciplinary team of artists, audio technicians, SW technicians and QA testers.
- Presenting new content along with program budgets, schedules, risks and efficiencies to top management.

#### **SENIOR PRODUCER** (March 2003 to October 2006)

- Produced a line of edutainment tween products for the launch of the FLY interactive pen - featuring developing technology and focusing on a new target audience (10-13 year olds.)
  - Led a team of 8 producers, working on collaboration, cooperation and time-management skills.
  - Evaluated and monitored project budgets and schedules, negotiating with internal and external partners on lowering development costs.
  - Reviewed game scripts for effective design, technical feasibility and overall quality.
- Developed content strategies for new screen-based platforms and Internet models, exploring a range of new technologies and form factors with user testing and SW engineering coordination.

#### **PRODUCER** (November 2000 to October 2003)

- Designed and produced interactive books, games and toys, including original stories and new character development.

### **Awards**

Nearpod	- EdTech Digest "Best Collaboration Tool" 2012 - Audience Favorite at Launch Education & Kids 2012
Tag	- Educational Toy of the Year (Toy Industry Association, 2008) - Silver honor medal (Parent's Choice, 2008)
ClickStart	- Mom-tested Toy of the Year (Parenting magazine, 2007)
Fly	- Toy of the Year, Most Innovative Toy of the Year, EducProational Toy of the Year (Toy Industry Association, 2006) - Silver honor medal (Parent's Choice, 2006)

### **Education**

**BA with Honors in Russian Studies**, Dalhousie University, Halifax, Nova Scotia, Canada, 1992

### **Languages**

Russian, French, Spanish, Portuguese