

Caitlin Cary Burke

908.868.4002

ccburke@stanford.edu

caitlincaryburke.com

VR portfolio: <https://vimeo.com/user92721200>

Tableau portfolio: <https://public.tableau.com/profile/caitlin.burke8306#!/>

Education

Stanford University, Stanford, California

September 2020 - present

PhD in Communication

Advisor: Fred Turner

Duke University, Durham, North Carolina

September 2018 - December 2019

Master of Arts in Computational Media

Thesis: "The Architecture of Facebook and the Public Sphere"

Advisor: Victoria Szabo

New York University, New York, New York

June 2017 - July 2017

Interactive Telecommunications Program Camp

School of Visual Arts, New York, New York

June 2016 - August 2016

Summer Intensive in Interaction Design

Columbia College, Columbia University, New York, New York September 2008 - May 2012

Bachelors of Arts in Art History

Université Paris - Sorbonne, Paris, France

January 2011 - May 2011

Semester Abroad

Professional Experience

Information Architect/UX Designer, Duke University, Durham, NC

February 2020 – September 2020

Designed and implement Duke University websites. Created information architecture, content structure, and wireframes. Performed UX research and conducted user interviews.

Product Manager, Beyond, New York, NY

May 2017 - May 2018

Client: Google

Beyond is a product design company. As Product Manager, I led a team of UX designers and engineers to build a Google product. I defined the vision and business strategy for the product, edited wireframes, and created tasks for engineers. I worked closely with our Google client to translate Google's needs into UX design and engineering language.

Freelance Writer and Editor

May 2016 – August 2020

Write and edit freelance for various publications such as *UX Magazine*, *CoinDesk*, and *VentureFizz*. Topics include blockchain technology, the intersection of art and technology, the connection between the UX design trend “millennial pink” and Renaissance art, and the way in which VR can be understood through the concept of the sublime.

Co-director and Committee Member, The Current Museum, New York, NY

March 2017 - February 2018

The Current is a nonprofit cooperative collection of contemporary media art, with a mission to experiment with the exhibition and preservation of artistic works that engage with technology. I helped create a salon exhibition curated by Nora Khan titled “Identity” that explored how artists subvert the standard language for identity through technology. I also assisted in creating an app that allowed museum members to vote on pieces of digital art for the museum to acquire. In addition to planning the exhibition, I researched methods for collecting digital art by auditing the Whitney Museum’s first-ever digital art acquisition meeting.

Associate Product Manager, CX, HBO, New York, NY

January 2016 - May 2017

I was on the Customer Engagement & Support team as an Associate Product Manager at HBO. This team focused on UX design, customer service, and UX writing. I wrote UX copy and technical articles for HBO digital products and assisted in product launches, such as the HBO app for VR. I also analyzed customer support feedback in order to determine where customers struggled in the user flow, and fed this feedback back to the UX designers so that they could better improve the products. Lastly, I created, edited, and improved the content structure and IA of the HBO help center websites through Google Analytics data.

Associate Product Manager, CBS (TV Guide), New York, NY August 2014 - December 2015

I acted as both a UX designer and a product manager in my role as an Associate Product Manager for TVGuide.com and the TVGuide mobile app. I designed, wireframed, and architected many products, including the TV Guide News homepage. I also worked to improve the SEO of the website by altering metadata tags and performing keyword searches.

Account Coordinator, CBS (CBS Sports), New York, NY

August 2013 - August 2014

In my Account Coordinator role for CBSSports.com, I managed and tracked the performance of digital advertising campaigns. I pulled analytics through Google’s DoubleClick for Advertisers, and analyzed ad impressions to make sure advertising campaigns performed as anticipated.

Assistant Digital Media Planner, ZenithOptimedia (Publicis Groupe), New York, NY

May 2012 - August 2013

ZenithOptimedia is an advertising agency and an entity of the Publicis Groupe. I created and managed digital and print marketing campaigns for clients with publishers such as *The New York Times*, *The Wall Street Journal*, and Facebook.

Editorial Intern, The Metropolitan Museum of Art, New York, NY

August 2011 - May 2012

As an Editorial Intern, I helped edit Met collection books and assisted in organizing the Met’s digital image archive.

Gallery Intern, Scaramouche Gallery, New York, NY May 2011 - August 2011
Scaramouche is a contemporary art gallery. I managed the gallery space and website while I worked as a Gallery Intern.

Features Intern, Artlog.com, New York, NY May 2011 - August 2011
Artlog.com was a digital magazine focused on contemporary art. As a Features Intern, I wrote articles about New York City contemporary art events and interviewed artists such as Lynn Hershman Leeson.

Special Events Intern, Performa, New York, NY May 2010 - August 2010
Performa is a nonprofit devoted to performance art. I assisted in organizing Performa's Russian Constructivist themed fundraising event, The Red Party, which was later reviewed by *The New York Times*.

Publications

Burke, Caitlin. "Beyond NYC Collaborates with Girl Develop It for 'Day in the Life' Panel." *Beyond*, 2018, bynd.com/news-ideas/beyond-nyc-and-girl-develop-it.

Burke, Caitlin. "The Symbiosis Of Science And Art." ARTmine, 2017, www.artmine.com/collectorscorner/intersection-science-art/.

Burke, Caitlin. "Is There a Stranger Thing than Your Brain on Virtual Reality?" *UX Magazine*, 2016, uxmag.com/articles/is-there-a-stranger-thing-than-your-brain-on-virtual-reality.

Burke, Caitlin. "Muted Colors: A New (and Old) Trend of Which to Take Note." *UX Magazine*, 2016, uxmag.com/articles/muted-colors.

Burke, Caitlin. "Shifts in Perspective: The Impact of Virtual Reality Art on the Human Brain." *Interartive*, 2016, interartive.org/2017/01/shifts-in-perspective.

Awards & Honors

HASTAC Scholar	Fall 2019
Dean's List, Columbia College, Columbia University	Fall 2008

Certifications

HTML, CSS, & Web Design, General Assembly, New York, NY	May 2017
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Organizations

Social Media Director and Editor, Ethical Tech, Duke University, Durham, NC

September 2018 - September 2019

Acted as Social Media Director and Editor for a Duke student organization dedicated to empowering all people to have a voice in technology innovation, consumption, and regulation.

Founder, Data Artists, Brooklyn, NY

May 2016 - May 2018

Founded organization for creative technologists such as UX designers, data visualization scientists, and digital artists. Grew organization to ~700 members and organized events with other art and technology focused organizations like the New Museum's Rhizome. Planned and led discussions around topics such as neuroaesthetics and digital archiving. Maintained organization blog *dellapittura.io*

Teaching Experience

Information Science and Studies Teaching Assistant, Duke University

September 2019 – December 2019

Grade papers and quizzes for undergraduate course: "Information, Media, and Politics: How New is the New Media?"

Research Experience

Digital Humanities Research Assistant, Duke University

September 2018 – December 2019

Assist research in the Data Visualization and Digital Scholarship Lab at Duke University Libraries. Design and produce digital content such as videos, websites, and online course materials, for humanities professors and staff. Research new methods of digital publishing and create tool guides for university use.

S-1 Lab, Duke University

September 2018 – December 2019

The S-1 research team uses biometric and environmental sensing technologies to expand access to sensory experience beyond the five senses. S-1 Lab's work is informed by the premise that digital technologies have opened new vistas for accessing and conceptualizing robust embodied contact with sensory environments.

Academic Service

Symposium Coordinator, Wired! Lab

October 2019

Assisted in organizing symposium "Centering Art History & Visual Culture in the Digital Humanities" for Duke University's Wired! Lab.

Skills

Languages

French (proficient), HTML (proficient), CSS (proficient), Javascript (basic), C# (basic)

Technical

Unity, QGIS, Timeline.JS, StoryMap.JS, Soundcite.JS, Juxtapose.JS, Storyline.JS, Neatline, Scalar, Tableau, Omeka, JIRA, Voyant, Balsamiq, Google Analytics, Wordpress, Github, Microsoft Office, Adobe Creative Suite, BBEdit, OpenRefine