

Trey Bradley

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EDUCATION

New York University (NYU) Steinhardt, New York, NY

September 2017 - May 2020

- M.M. Music Technology
- Key Areas: Music Information Retrieval, Immersive Audio Engineering & Sound Design

Franklin University Switzerland (FUS), Lugano, Switzerland

September 2012 - May 2016

- B.A. International Banking and Finance, Minor in Applied Mathematics
- Key Areas: Investment Analysis, Multivariable Calculus, Econometrics

PROFESSIONAL EXPERIENCE

Freelance, New York, NY

January 2019 - Current

Creative Technologist & Product Designer

- Human centered game design for a virtual art gallery, using webXR technologies to create immersive VR environments.
- Led secondary UX research for, Edtech startup, CodeScty's Aug-Sept 2020 design phase, forming the company's positioning analysis and product market fit in the COVID-19 era EdTech landscape.
- Led Motion Capture sessions and contributed to NYU's Immersive Audio Group 2020 submissions to [AVAR](#) and AES, on musical performance in AR, executing MoCap data cleanup, 3D character animation, and game development.

Drops, Brooklyn, NY

November 2019 - September 2020

Product Manager & Product Designer

- Human Centered Design for AR and Web Development to ship AR experiences for mobile web, using three.js and 8th Wall.
- Use 3D design and game engine software to design and prototype digital assets for immersive branding experiences.
- Conducted primary and secondary market research to design Drops V2 user flows and wireframes for MVP, winning 2nd place in Havas' Lean Venture Studio for Retail, Spring 2020 Cohort.

New Museum, New York, NY

November 2019 - March 2020

NEW INC Creative Technology Research Apprentice

- Assisted the director of research and technology in consulting with artists and startups who required fabrication lab and digital resources in their projects and businesses.
- Used fabrication lab resources (3D printers, laser cutters, woodworking tools, soldering irons, etc.) to design and prototype for studio-related and personal projects.

NYU Tandon School of Engineering, Brooklyn, NY

May 2019 - August 2019

Sound of New York (SONYC) Fellow

- Designed a STEM curriculum on music technology solutions to mitigating noise pollution in New York City's communities. Topics included the physics of sound, digital audio, immersive audio, circuitry, and data visualization.
- Taught the curriculum to 25 middle-school students and four teachers over the course of four weeks.
- Trained the four teachers and provided lesson plans to integrate the curriculum during their regular academic years.

Warner Elektra Atlantic, New York, NY

September 2018 - December 2018

Digital Accounts ETA

- Secured revenues by conducting anti-piracy initiatives and revenue development towards income generating DSPs.
- Owned a content management project to prevent copyright infringement, record leaks, and revenue loss, through the improved delivery and management of digital assets using pex, YouTube CMS, and proprietary products.
- Collaborated with business development and industry leaders to obtain the feature requirements for a Blockchain-based database system to automate content protection, revenue management, and payment distribution.

Yonder Music, New York, NY

January 2017 - June 2018

UX Content Strategy

- Conducted UX research and queried our database of in-app events to inform content strategy and best practice guidelines for regional content curators, helping reach a KPI milestone of 1 million MAUs in Q4 2017.
- Executed strategy by performing content audits and deploying daily content updates, based on research and analytics.
- Managed and co-produced V2 launch event at Mobile World Congress 2017, including creative tech and event production for 200+ potential investors and industry insiders.

SOFTWARE	ADDITIONAL PROJECTS	Clubs & Affiliations
<ul style="list-style-type: none">▪ Html, CSS, JS, A-frame, Three.js, Python, MATLAB, osx terminal▪ ECS: Unity/C#, Blender▪ Sketch, Figma, Open SCAD, Adobe▪ Pro Tools, Logic Pro X	<ul style="list-style-type: none">▪ Virtual Gallery Storytelling Experience▪ VoteAR Campaign▪ Bio Design and Physical Computing▪ Sample Detection Audio Analyzer	<ul style="list-style-type: none">▪ NYU Immersive Audio Group▪ 2020 Havas Media x NYC Media Lab program participant▪ Urban Food Labs at NYU Tandon▪ New York Botanical Garden