

# EMMA ASSIN

New York, NY // 917-293-9935 // [emmaassin@gmail.com](mailto:emmaassin@gmail.com) // [www.emmaassin.com](http://www.emmaassin.com)

Innovative Creative Lead with extensive experience in Interactive Media for Education.

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My top CliftonStrengths:

ADAPTABILITY - IDEATION - MAXIMIZER - ACHIEVER - REALTOR

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## WORK EXPERIENCE

### **Creative Consultant, Freelance, Upily**

June 2024 - Present

I advise the team at Upily across all areas of their Wonjo Kids app, from Product Development and Content Creation to UI/UX, Marketing and Strategic Planning.

### **Senior Director of Interactive, Paramount, NYC**

September 2023 - February 2024

### **Director of Interactive Experiences, Paramount, NYC**

September 2022 - September 2023

### **Director of Authoring, Paramount, NYC**

January 2019 - September 2022

### **Senior Interactive Editor, Paramount, NYC**

August 2016 - January 2019

### **Interactive Editor, Paramount, NYC**

November 2015 - August 2016

At Paramount's Noggin App I played a pivotal role as part of the founding team. My primary focus was leveraging proprietary software to craft engaging and educational content for children. I built and trained a team, driving both software and creative development on over 200 games, eBooks and interactive experiences.

As my contributions evolved, I had the privilege of being promoted to the position of Senior Director of Interactive, leading the entire Interactive Team. My responsibilities

encompassed strategic project planning, creative direction and ensuring seamless collaboration between the technical and creative teams.

I developed a comprehensive adaptive leveling system which enabled our content to meet each child where they were in their development on a skill-by-skill basis. Because of this, our research results showed that regular Noggin users showed an increase in their Math and Literacy skills by 30%.

### **Interactive Developer and Video Editor, Rokkan, NYC**

May 2008 - November 2015

At ad agency Rokkan, I worked as both a Flash Developer and Video Editor for many high profile clients, including Nintendo, Hyatt, Stoli and JetBlue. My role was cross-functional, with both technical and creative sides of my skill set being allowed to shine.

### **Junior Hypermedia Designer, GT, London**

April 2007 - March 2008

At London agency GT I honed my craft as a Flash Developer, working with and learning from many of the brightest minds in the tech industry.

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## EDUCATION

### **BA Film and Television Studies, University of Wales, Aberystwyth**

2000 - 2003

### **Post Grad Diploma Interactive Media, Cyfle, University of Wales, Lampeter**

2005

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## AWARDS

### **Children & Family Emmys, Outstanding Interactive Media, Nominated for “Snacks with Spats”**

2023

### **Daytime Emmys, Best Interactive Media, Nominated for “Blue’s Clues and You”**

2020

### **MTA App Quest Mobile App Developer Competition, 3rd Place for “Notify Me NYC”**

2012