

# LUCAS LONGO

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## EDUCATION:

- August, 2016 **Stanford University**, Stanford, CA
- Master's in Learning, Design, and Technology (LDT) in the Graduate School of Education (08/16)
  - GPA - 3.8/4.0
- June, 2008 **New York University**, New York, NY
- Master's in Interactive Telecommunications Program (ITP) in the Tisch School of the Arts
  - GPA - 4.0/4.0
- June, 1997 **Rensselaer Polytechnic Institute**, Troy, NY
- Bachelor of Science in Industrial and Management Engineering
  - Minors in Human Factors in Design and Electronic Arts
  - GPA - 3.7/4.0
- July, 1994 **New York University**, New York, NY
- Certificate in Video Production in the Tisch School of the Arts
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## ENTREPRENEURIAL EXPERIENCE:

- 2009 - present **Founder / CEO**, Interactive Arts Institute Ltda., São Paulo, Brazil - [iai.art.br](http://iai.art.br)
- Created a school and a software development shop focused on mobile app development
  - Served over 5000 students and created over 30 apps for corporations and start-ups.
  - Advised entrepreneurs on mobile strategies, technologies and business models.
- 2007 - 2008 **IT Consultant**, Sagatiba, New York, NY [sagatiba.com](http://sagatiba.com)
- Created content sharing and communication tools to optimize event planning activities.
  - Trained users in using the new platform and hosted online help sessions.
- 2003 - 2003 **Industrial Engineering Consultant**, Bionnovation, Bauru, Brazil [bionnovation.com.br](http://bionnovation.com.br)
- Designed a resource planning system for production and purchasing scheduling.
  - Implemented procedures to integrate sales orders and stock control into the system.
- 2002 - 2002 **Founding Director & Chief Editor**, Longo Vision, Rio de Janeiro, Brazil
- Produced and edited documentary films, making-ofs, sitcoms, and tv shows.
  - Created corporate presentations on DVD.
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## CORPORATE EXPERIENCE:

- 2003 - 2006 **National Director**, Mobile Streams, São Paulo, Brazil [mobilestreams.com](http://mobilestreams.com) & [ringtones.com](http://ringtones.com)
- Managed the initial Brazilian operation setting up offices, staff, and legal requirements.
  - Negotiated contracts with mobile carriers, copyright agencies, record labels, and artists.
  - Assembled a development team to attend the integration needs of other Latin American offices.
  - Created reporting tools and content management systems to facilitate operations.
- 2001 - 2001 **Data Service Projects Manager**, Oi, Rio de Janeiro, Brazil
- Created and negotiated the RFPs during the company's startup phase.
  - Procured and deployed value-added services platforms such as SMS, WAP, MMS, and SIM Browsing.
  - Lead engineers in the implementation of the platforms in the data center.
  - Coordinated the back-end systems integration with the billing, monitoring, and BI systems
- 2000 - 2000 **New Business Developer**, Zip.Net (Portugal Telecom), São Paulo, Brazil
- Managed the development and deployment of the first WAP content and service portal in Brazil.

- Lead the adaptation of the company's content management system to mobile.
- Conducted several informational seminars to inform the company about the possibilities and limitations of mobile.

1997 - 1999

**Systems Integration Consultant**, AMS, New York, NY

- Implemented custom Lotus Notes workflows for a project with over 300 consultants upgrading the City of New York's financial and adjudication system.
- Created a training enrollment and evaluation system for over 200 courses and 7000 employees.
- Conducted a re-design study of the processes in the Adjudication Centers of New York.

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## EDUCATION EXPERIENCE:

2009 - 2016

**Curriculum Constructor & Teacher**, Interactive Arts Institute Ltda., São Paulo, Brazil - [iai.art.br](http://iai.art.br)

- Designed, produced, maintained, and taught the curricula for the iOS Development, Video Game Design for Kids, LEGO Robotics, and Mobile Entrepreneurship courses.
- Hired and trained new teachers on the existing curricula.

2007 - 2008

**Instructor**, Vision Education and Media (Vision Ed Inc), New York, NY - [vemny.org](http://vemny.org)

- Taught LEGO Robotics and Game Design for 6-11 year olds in afterschool programs.
- Collaborated in improving the course material and developing new student activities.

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## PROJECTS:

2016

**Graph Learner**, Beyond Bits and Atoms course - LDT

- iPad app to teach high-schoolers about graphs
- Interactive multiplayer simulation of linear equations and sine waves.

2008

**Pocket Learning**, Master's thesis project - ITP

- Mobile education platform for short courses.
- Web interface to publish content and an iPhone app to take the course

2007

**S.P.i.R.T**, Subconscious Picture Rating Tool - ITP

- Rate your pictures by simply staring at them.
- Eye-tracking device and software to display and rate batches of pictures from Flickr.

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## SKILLS:

- Native English and Portuguese speaker. Fluent in Spanish, Italian and French.
- iOS developer and full-stack web developer: PHP, Javascript, MySQL, HTML, & CSS.
- Proficient with Photoshop, Final Cut, Avid, Sketch, and Office and iWorks suites.