

Isha van Baar

Lead Producer

Media.Monks, Los Angeles



Skills 🧠

Character 😊

About me

Lead Producer in Media.Monks' dedicated **Google** team with almost 8 years of experience in the digital industry, and building out our new **Sphere** team. Overseeing a small team working on Tech & Innovation (web, apps, AR, AI, Sphere). Wide technical and creative skill set built on my Computer Science and Interaction Design degrees. Highly flexible and enjoying setting up structure, processes, and streamlining.

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- **Project progress and success first.**

I carefully listen to clients and stakeholders, and find proactive, creative ways to ensure successful deliveries. I'm a quick learner and have a close attention to details and quality.

- **Delivered over 60 websites, apps and installations.**

Of which 16 in my first year in the Google team, totalling a budget of multiple millions.

- **Not afraid to get my hands dirty.**

I provide structure, set up documentation, and give critical feedback

- **Able to lead global, remote teams.**

I streamlined communication and organization between 3 production offices and ensuring growth

I am proficient with *Google Workspace, Office Suite, Adobe Suite, Jira, Harvest, Monday, Teamgantt, 10k ft, Assembla, Tableau and Netsuite.*

proactive | solution-oriented | critical | efficient | detail oriented | decisive | humble | inclusive leader | [Advocate](#) personality.

I value inclusivity and have an entrepreneurial mindset. I like making things happen. I believe in learning: any issue, confusion, or escalation can be avoided when managed well.

I feel most fulfilled when I push the team's quality of work and help others with creative, imaginative solutions. Ultimately, I want to generate real impact and progress.

"Sometimes the tiniest tweaks make the biggest impact."

Experience

Lead Producer

MARCH 2022 - PRESENT, [MEDIA.MONKS](#), LOS ANGELES

Overseeing our tech producers and all their projects, I am responsible for project set up and delivery (leading from pitch to final delivery). Projects focus on Tech, Innovation and Platforms for Google and Sphere.

I also oversee project financials (organizing financial reporting and forecasting), team support (improving structure, onboarding, health and growth) and production of projects.

Sr Digital Producer

FEBRUARY 2020 - MARCH 2022, [MEDIA.MONKS](#), LOS ANGELES

I moved to LA to become one of the first producers of the dedicated Google team at Media.Monks. In my first year I produced 16 complex projects with a total budget of over 1.5M USD.

Projects include: websites for *Google Cloud*, *Developers*, *Events*, *Maps* and digital events for *Launch Night In*, *PES@Home* and *Pixel 6 Fall Launch*.

Digital Project Manager

JUNE 2017 - FEBRUARY 2020, [MEDIA.MONKS](#), AMSTERDAM

I was in charge of the production of websites, apps, AR / VR apps, installations and more. I led the team from production to live, overseeing the entire creative and development process and making deadlines with a happy client and team.

My tasks included resourcing, planning, briefing, documenting, and often scoping and doing client contact.

Clients include: *Google*, *Facebook*, *Nestlé*, *IBM*, *Verizon*, *GE*, *Petco*, *Lufthansa*, *Red Bull*, *SVT*, *Royal Dutch Mint*

Interaction Design Intern

MARCH - AUGUST 2016, [EXSITU RESEARCH LAB](#), PARIS

Together with Diana Lipcanu, I developed the *Interaction Museum*: a web app that collects and showcases interaction techniques from HCI research.

Education 🏠

MSc Human Computer Interaction Design (double degree)

2014 - 2015, [KTH INSTITUTE OF TECHNOLOGY, STOCKHOLM](#), GPA 3.5/4

2015 - 2016, [UNIVERSITY PARIS-SACLAY, PARIS](#), GPA 16.5/20

I learned HCI principles of user-centered design and techniques such as wireframing, rapid prototyping, personas, interviews, questionnaires, brainstorming, participatory design, and data visualization.

BSc Computer Science

2011 - 2014, [DELFT UNIVERSITY OF TECHNOLOGY, DELFT](#), GPA 7.7/10

I learned Object-Oriented Programming (Java, C#, Scala), imaging, neural networks, web languages/frameworks (HTML, CSS, JavaScript, PHP, Bootstrap), and other languages and tools (C, MySQL, Arduino, git).

Awards 🏆

- Won [FWA of the Day](#), [Awwwards Site of the Day](#) and Honorable Mention for [NASA FDL & Google Cloud](#)
- Won [FWA of the Month](#) and European [LOVIE](#) for [The Hive Drive](#)
- Won [FWA of the Day](#) for [Google: Market Finder Gamification](#)
- Won [FWA of the Day](#) for [Navy AR Filter](#)
- Won Silver Middle East PR Award for [Well of Hope](#)
- Won Webby and Shorty Awards for [In Someone Else's Shoes](#)
- Won Tele2 Hack Day with website prototype [Ticket Visualizer](#)
- Published a [book](#) based on Bachelor Thesis “Reverse engineering an application for a world leading solar car” ([learn more](#))
- Won 5th best nation-wide high-school thesis at the [Van Melsen Award](#) with “*The assembly of a model hovercraft*”