

Department: Digital Media

Projects/work assignments:

- Web production of blog posts, teacher guides, and other whitney.org webpages Media production tasks as needed (research, transcription, uploading, assistance with video shoots)
- Iterative user testing and evaluation to help improve user experience
- Project on the reporting and tracking of web analytics

Skills and qualifications including technology skills:

- Ability to learn new skills quickly and work effectively in a fast-paced environment; Strong, clear communication skills; passion for contemporary culture and the visual arts
- Experience using a CMS or digital publishing tool (such as Wordpress)
- Knowledge of user experience design and web accessibility
- Experience with data analytics or statistics useful, but not required

What type of training will be provided?

- Introduction to project management software and basic museum processes
- Training on the Whitney's website CMS (Ruby on Rails)
- Approaches to user testing and evaluation
- Web-data sources

What skills and knowledge will the intern gain by the end of the semester or academic year?

- Learn to create impactful experiences using storytelling, UX design, and technologies to fulfill the Whitney's mission and reach audiences both at the museum and online
- Production management and communication skills
- Being an effective team-member of a dynamic work environment
- Basics of user testing and web analytics