

Marie K.B. Selvanadin

<https://www.linkedin.com/in/marie-selvanadin/>

Digital Strategy & Innovation

Educational technology professional with over 10 years of experience in digital strategy and innovation. Proven track record in successfully leading transformative products and projects to improve teaching and learning in higher education. Consistently recognized for exceptional management, design thinking approach, product management, systems architecture, and process optimization.

SKILLS AND EXPERTISE

- Digital Strategy
 - Process Management & Operations
 - Product Management
 - Design Thinking
 - Technology Stack Architecture
 - User Experience
 - Research & Development
 - Organization & People Management
 - Contract Negotiations
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PROFESSIONAL EXPERIENCE

ASSOCIATE DIRECTOR for Application Development & Systems Integration | January, 2015 – Present

*Center for New Designs in Learning & Scholarship (CNDLS)
Georgetown University, Washington DC*

Provide strategic direction and vision for the technology group in partnership with senior leadership. Execute strategy by translating vision into product roadmaps and working with cross-functional teams to ensure overall success. Manage resource allocation for digital projects. Manage vendor relationships and negotiate contracts. Manage budget for multiple projects. Provide performance feedback to staff and graduate associates.

- Product manager and technical lead for MyDante (<http://dante.georgetown.edu/>), Georgetown's first Massive Open Online Course (MOOC) platform. Transformed an internal boutique project with about 50 users/year into an innovative and immersive learning experience for about 10,000 users internationally.
- Co-product manager and architect for the Slavery, Memory and Reconciliation website (<http://slavery.georgetown.edu>). The project involved working with multiple people across several departments in a collaborative manner and providing the digital strategy and vision. The website was featured in the New York Times.
- Strategic and technical lead for CNDLS' technical infrastructure that hosts approximately 50 applications ranging from WordPress sites to custom built complex web applications (using Django). This also includes the Commons course blogs which is the University's course blog system. This is a multisite installation of WordPress and has approximately 8,000 blogs.
- Oversee a team of 3 full-time staff and 4 student workers directly. Responsible for recruiting and training full-time staff, student workers and consultants to meet the Center's technical needs.

SENIOR SOFTWARE ENGINEER | July, 2012 – December, 2014

*Center for New Designs in Learning & Scholarship (CNDLS)
Georgetown University, Washington DC*

Technical lead for over 10 CNDLS R&D projects. Guided project teams of 3 – 5 members through design thinking methodologies to quickly prototype and develop minimum viable products.

- Dev ops specialist for application deployment and maintained LAMP servers.
- Designed and developed applications using HTML, JavaScript, CSS, Python (Django), PHP and MySQL.
- Presented prototypes at conferences like Educause Learning Initiative (ELI) and AAEEBL.
- Consulted with over 50 faculty on effective uses of technology in the classroom.

WEB APPLICATION DEVELOPER | October, 2007 – June, 2012

Center for New Designs in Learning & Scholarship (CNDLS)

Georgetown University, Washington DC

- Contributed code to web development projects.
- Built re-usable components and tools that enabled and facilitated prototyping.
- Assisted in the maintenance of LAMP servers.
- Researched, evaluated and recommended vendor applications based on the needs of the university community.

EDUCATION

Georgetown University, Washington, DC

Master of Business Administration (MBA)

Executive Education Program

May 2018

The Catholic University of America, Washington, DC

MS Computer Science

Thesis: A Novel Fourier Phase Based Watermarking Technique

May 2007

The Catholic University of America, Washington, DC

BS Computer Science

May 2006

TECHNICAL SKILLS

- Python (Django), PHP, SQL
- Amazon Web Services, Heroku
- CSS, HTML, Javascript
- Data Analysis
- WordPress, BuddyPress, Drupal
- Bootstrap, Simple-Grid
- MySQL
- Systems Integration
- Git, Subversion
- CentOS, RHEL, Apache HTTP Server
- Developing and Interacting with APIs

PUBLICATIONS & PRESENTATIONS

PRESENTATIONS

- “Just a Community Organizer: Visualizing Community for Domains of One’s Own”, Domains 2017, June, 2017.
- “Circles of Learning: Using Google+ to Enhance Classroom Communities”, Educause Mid-Atlantic Regional Conference, Baltimore, MD, January 2013
- “Pegasus: Integrated Design for Adaptive Reflective Capabilities,” AAEEBL Annual Conference, Boston, MA, July 2012
- “Social Media ePortfolios,” the ELI Annual Meeting, Austin, TX, February 2012
- “Socializing Higher Education through Content Management Systems”, WordCamp Philadelphia, Philadelphia, PA, Nov 2011

PAPERS

- “Twitter Analysis in the Classroom.” To be published Fall 2016 in Decision Science Journal of Innovative Education.
- “Teaching How to Integrate Real-Time Big Data Analysis and Visualization for Better Decision-Making.”
 - Presented at the Decision Sciences Institute Annual Meeting, Tampa, Florida, November, 2014.
- “Teaching Big Data: Experiences, Lessons Learned, and Future Directions.” Decision Line (Jan. 2014) Vol. 45, No. 1.
- “Using Google+ to Enhance Student Learning, Engagement, and Communication”, April, 2013, Educause Review
- “A Case for Open & Interconnected Systems in Universities”, CNDLS White Paper, 2012.
- “Using Wordles to Teach Foreign Language Writing”, Language Learning and Technology Journal, June 2011

- “Fingerprint reference verification method using a phase-encoding-based watermarking technique”, Journal of Electronic Imaging 17, 2008
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VOLUNTEER EXPERIENCE

Teaching Assistant | January 2018 - May 2018

M.A. Learning and Design

Georgetown University, Washington DC

Teaching Assistant for a graduate level course on Learning Analytics. Advised and worked with students to help analyze course data from Canvas LMS.

Mentor/Presenter | September 2013 - Present

GUWomenCoders

Georgetown University, Washington DC

Mentor for GUWomenCoders to encourage women to learn and explore Computer Science and algorithmic thinking. Presented multiple workshops for the organization on a range of web development topics.

Languages

English, French and Tamil
