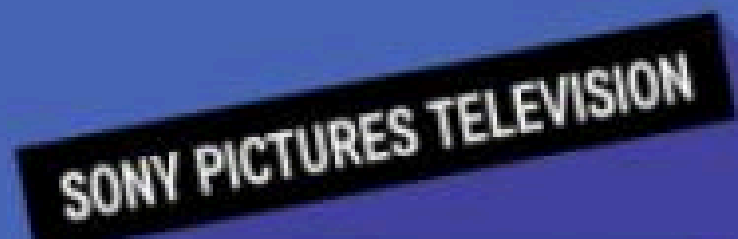


SONY PICTURES TELEVISION DIVERSE DIRECTORS PROGRAM PORTAL

100% Digitized Ingestion • Zero Physical Media • Secure PII Governance

The logo for the Sony Pictures Television Diverse Directors Program. It features a dark blue square with a white border. Inside the square, the text "SONY PICTURES TELEVISION" is written in white, uppercase letters, slanted upwards from left to right. Below this, the words "DIVERSE DIRECTORS PROGRAM" are written in large, bold, white, uppercase letters, stacked vertically.

SONY PICTURES TELEVISION

DIVERSE
DIRECTORS
PROGRAM

OVERVIEW

Product Owner / Lead UX Designer | Sony Pictures Entertainment

Led product discovery, responsive UI design, and technical delivery to modernize Sony Pictures Television's director diversity pipeline, replacing manual mail-in submissions with an integrated applicant portal and executive review CMS.



1

Analog Inefficiency

Prior to this initiative, hundreds of emerging directors had to submit physical DVD/tape reels, paper headshots, scripts, and legal release forms via standard U.S. mail.

2

Review Bottlenecks

The SPE People & Organization (P&O) and studio creative executives had to manually catalog, store, and physically route media submissions across executive desks.

3

Risk & Compliance

Physical mail increased the risk of lost materials, untracked Personally Identifiable Information (PII), and lack of audit trails for union (DGA) review standards.

THE HUMAN BOTTLENECK:

A PERSONA DIAGNOSTIC



THE CANDIDATE

Goal:

Merit-based evaluation and platform access.

Friction:

Clunky, disjointed submission of physical resumes, legal documents, and external video links.



LEGAL & COMPLIANCE

Goal:

Corporate risk mitigation and data protection.

Friction:

Manual tracking of mandatory e-signatures and U.S. work authorization at high volume.



JUDGE

Goal:

Discover and elevate exceptional directing talent.

Friction:

Fragmented viewing experiences across disparate systems and the risk of unconscious bias.



ADMIN

Goal:

Seamless pipeline management and clear communication.

Friction:

Manual data entry, pagination overload, and un-auditable email chains.



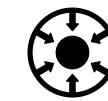
KEY FEATURES

Deployed a **fully-digitized** candidate submission system paired with a **greenfield CMS** designed to streamline, simplify, and protect the program's evaluation process and the sensitive data that accompanied that flow.



Automated Intake Validation

Reduced administrative overhead by replacing manual compliance checks with programmatic gatekeeping.



Centralized Evaluation & Scoring

Developed a secure, responsive portal for executive and producer personas, unifying media streaming and scoring aggregation under a single UI.



Compliant, Masked PII Data Flow

Designed a dynamic, multi-tiered permission system that masked Personally Identifiable Information (PII) to ensure bias-free blind judging while keeping full visibility for Master Judges and Legal.

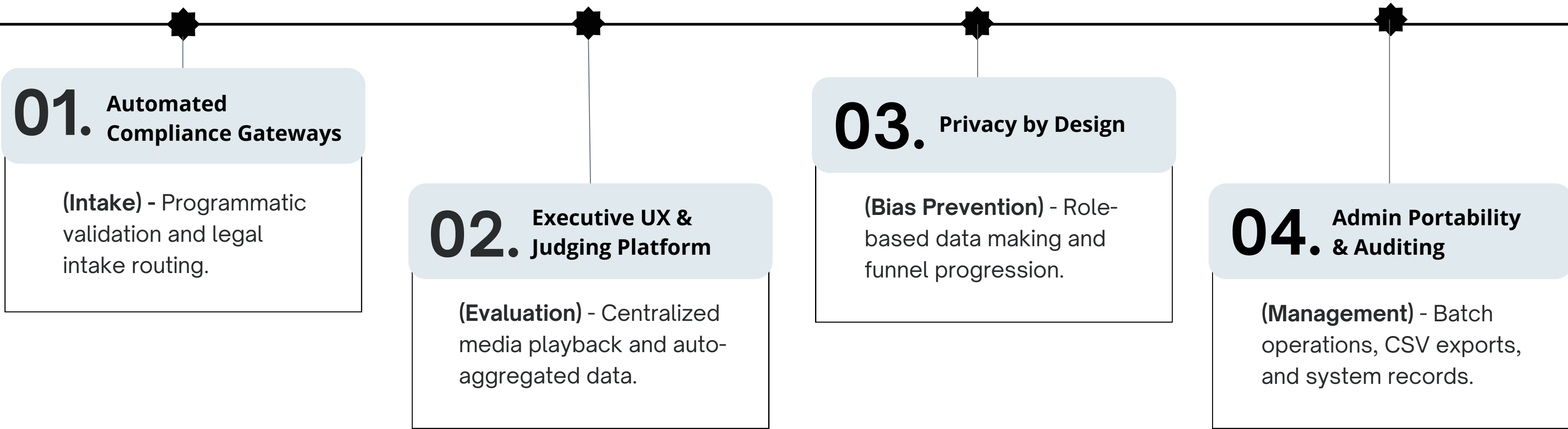


Admin Portability & Batch Operations

Built single-click CSV export utilities and batch-email templating with automated, immutable audit logs by deploying an Admin & Communication Panel within the system.



4 DIGITAL PILLARS



Automated Checkpoints Screened 500 Applicants and Blocked Incomplete Portfolios



500-Cap Auto-Reject

Hard-coded system logic automatically closed the portal the exact moment the 500-application cap was reached, preventing admin overload and ensuring prompt review.



Mandatory Legal Gates

Embedded Legal Release forms which required mandatory e-signatures and U.S. work authorization radio buttons to proceed.



Single Body of Work

Standardized URL ingestion for digital shorts, TV episodes, or feature films to anonymize work.



UX Result

A zero-touch intake funnel that automatically rejected unqualified or legally non-compliant submissions before a human admin ever had to look at them.

Does candidate have a legal right to work in the United States?

Electronic Signature

SONY PICTURES TELEVISION

DGA APPLICATION

Help

APPLICATION

APPLICANT NAME

Prefix

First Name

Middle Initial

Last Name

ADDRESS

Street Address

City

State / Territory

Postal Code

Country

CONTACT INFORMATION

Email Address

Phone

If selected, can you submit verification that you have a legal right to work in the United States?

☐ Yes ☐ No

Are you currently employed or were you ever employed by Sony Pictures or one of its Sony affiliates / productions?

☐ Yes ☐ No

* If yes, which Sony company? Please include employment dates, position held and reason for leaving if applicable.

WORK RESUME / BIO

Choose File

No file chosen

REQUIRED (PDF or MS Word)

STATEMENT OF INTENT

Choose File

No file chosen

REQUIRED - ONE PAGE DOUBLE SPACED (PDF or MS Word)

LETTER OF RECOMMENDATION #1

Choose File

No file chosen

OPTIONAL BUT PREFERRED (PDF or MS Word)

LETTER OF RECOMMENDATION #2

Choose File

No file chosen

OPTIONAL BUT PREFERRED (PDF or MS Word)

VIDEO - SINGLE BODY OF WORK

First Select Video Sharing Platform Site

Next enter the remaining part of your video link here

Can be a television pilot, television series episode, short film, feature film, digital short, webisode, commercial or music video.

SUBMISSION LEGAL RELEASE FORM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed iaculis, mauris nec vulputate vestibulum, augue dui euismod erat, quis laoreet ante odio quis eros. Ut ultrices convallis velit, eu dignissim odio vestibulum eu. Cras nulla arcu, sagittis et sagittis eu, egestas volutpat libero. Fusce eleifend sodales lacus at consectetur. Pellentesque in libero neque. Curabitur nec commodo nisi. Duis urna dui, vestibulum eu metus sed, hendrerit pretium est. Nullam convallis vitae libero quis tristique. Suspendisse et leo ut libero interdum pharetra. Morbi ullamcorper erat eu dui bibendum fringilla.

Nunc laoreet turpis in elit fringilla, in blandit erat pulvinar. Sed eleifend rutrum luctus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Maecenas fermentum sit amet turpis eget dapibus. Cras porta sapien orci, id venenatis lacus dapibus convallis. Curabitur imperdiet velit ut elit tempus, non congue ipsum euismod. Curabitur vel risus risus. Nunc luctus ullamcorper est. Curabitur tristique bibendum interdum. Aliquam a commodo odio, eu tristique quam. Curabitur venenatis tellus adipiscing quam porta

☐ I AGREE to the Submission Legal Release Form ☐ I DO NOT AGREE to the Submission Legal Release Form

ELECTRONIC SIGNATURE

Enter Your Full Name Here

By submitting this form with my electronic signature, I agree to terms and conditions of this site and that the information contained herein is true and accurate to the best of my knowledge.

SUBMIT

A

Centralized Portals Replaced Physical Media and Aggregated Scoring Data

Modernizing the Evaluator UX

- On-Demand Media Streaming: Replaced legacy DVD screening copies with direct, secure video streaming links. Evaluators watched candidate directing samples in a clean web browser.
- Zero-Friction Navigation: Creative executives logged into an interactive dashboard to instantly review resumes, Statements of Intent, and professional recommendations side-by-side.
- Automated Averages: Built background score collectors. When a judge completed an evaluation, the system auto-calculated and presented unified scoring summaries (e.g., 'AVG SCORE: 4.1').

Candidate ID	Directing Sample	Avg Score	Cohort Status
#SPE-2014-084	▶ View Sample	4.8 / 5.0	Top 15 Finalist
#SPE-2014-112	▶ View Sample	4.4 / 5.0	Top 20 Shadow
#SPE-2014-345	▶ View Sample	4.1 / 5.0	Top 50 Roster
#SPE-2014-419	▶ View Sample	3.9 / 5.0	Reviewed



Role-Based Permissions Masked Candidate PII to Enforce Unbiased Selection

Tier 1: Administrative & Compliance Access

- Authorized Roles: Master Judge, Program Legal, and Top 20 Judges had full unmasked visibility over candidate profiles.
- Purpose & Mandate: Allowed legal compliance review (evaluating electronic signatures and work releases) and coordinated logistical coordination for the 20 workshop invitees on the Sony lot.

Tier 2: Down-Funnel Blind Evaluations

- Programmatically Redacted Roles: Down-funnel evaluators (Top 10 Judges and Top 3 Judges) evaluated portfolios without name or contact access.
- Product Impact: Removed potential unconscious bias during final, high-stakes cut selections. Judges evaluated candidates purely based on creative merit, sample video clips, and Statement of Intent narratives.

Advanced Administrative Tools Automated Batch Outreach and Audit Logging

Data Portability & Database Utilities

- One-Click CSV Exports: Built simple, immediate database dump scripts allowing administrators to export the entire application roster to CSV formats for offline analysis and reporting.
- Automated Batch Communication: Enabled administrators to select candidate groups (e.g., 'Top 15 Confirmed') and transmit tailored email alerts simultaneously, removing tedious 1-by-1 copy-pasting.

Immutable Automated Audit Logging

To guarantee communication compliance and resolve legal questions, the portal automatically maintained an unalterable Email Log system recording every digital transaction.

Logged Database Schema Fields:

- ✓ Recipient Address (Exact target email delivery field)
- ✓ Subject Line (Ensures consistent cohort-wide template)
- ✓ Scheduled Date (System-scheduled timestamp parameter)
- ✓ Sent Date (SMTP server verified transmission receipt)
- ✓ Sender Email (Tracks internal administrative ownership)

Digital Transformation Shifted Executive Focus from Compliance Audits to Talent Selection

100%

Programmatic Compliance

Built bulletproof validation locks that blocked incomplete applications. Guaranteed that 100% of the 500-cap submissions met DGA criteria, saving weeks of manual email follow-ups.

92%

Velocity Improvement

Replaced physical media shipments and print packets with cloud-based evaluator portals, allowing judges to rate candidates on-demand from any secure web browser.

0

Unconscious Bias Breaches

By programmatically masking candidate PII in late selection phases (Top 10 & Top 3), the system ensured meritocracy, resulting in highly diverse and qualified program cohorts



FOR MORE INFO, CONTACT ALISON

WWW.ALISON-HOOD.COM

+1 323-919-6773