

Comm. Planning & Info. Design

M. Design candidate 2013
Carnegie Mellon University

BFA in Multimedia 2008
The University of the Arts

Work Experience

Jun'11-Aug'11

Technical Skills

// Documenting UIs and digital architectures // Managing projects (people, resources, timelines) from conception to implementation // Information Design using Adobe Creative Suite // Coordinating participant interviews: recruiting, scheduling, and conducting // Compiling and analyzing complex data sets in MS Excel // Distilling and visually communicating patterns from user data // Diagramming business processes & user activities with UML in MS Visio // Building web UIs with XHTML, CSS, & jQuery // Crafting compelling A/V narratives with industry standard software

Proficiencies

Documentation

- › Illustrator
- › InDesign
- › Photoshop
- › Fireworks
- › MS Office
- › MS Visio

Prototyping

- › XHTML/CSS
- › Processing
- › jQuery
- › Flash/AS3

A/V Editing

- › After Effects
- › ProTools
- › Final Cut Pro
- › Morae suite
- › Sony Vegas

English, German

Mar'10-Sep'10

Apr'10-Jul'10

Jul'09-present

Jul'09-Oct'09

Jul'09

Jun'09-Oct'09

May'09-Jul'09

Sep'07-Dec'08

EffectiveUI // Research Assistant

Directly supported Director of Research, Lead Experience Architects, and UX Designers in framing research projects, conducting user research, synthesizing findings, and applying findings to devising workable design solutions. // Project Manager Support: Scheduled 67 interviews across 12 states. Guerilla recruited 7 usability participants in 3 days. // Contributed to 6 client projects over a 10 week period. Wrote the proposal and SOW for an \$85K project.

Sole Search // Project lead, Information Architect

iPhone app redesign: Collaborated with two developers and the client relationship manager to select and implement a set of features that would both improve the app's usability and integrate the 'big three' social media platforms.

Piehead // Information Architect

Telecom buyflow: Collaborated with UX director, business analyst, and UI designer to redesign the shopping cart experience for a major telecom provider—wireframes, behavioral specs, system messaging and the like.

Habitat Philadelphia // Freelance Web Consultant

HabitatPhiladelphia.org: Developed content strategy to better engage potential donors, volunteers, and family partners. // Requirements gathering, site map, and wireframes for new website. // Developed Drupal CMS for new website, including content types and templates, and user roles and permissions.

D4 Creative // Freelance Information Architect

Western cable company: Analyzed Google Analytics and synthesized data into informational report. // Devised sitemap and wireframes based on business needs and site analytics.

Gasoline pre-purchase site: Revised site map and wireframes. // Devised widget-based UI for member dashboard.

ShareUrMeal // Information Architect and Creative Lead

Microblogging site: Devised and wireframed site layout. // Guided illustrator in development of site look and feel and logo. // Conducted user testing of logo draft.

American Society of Media Photographers // Content Migration Consultant

National nonprofit site: Migrated HTML/CSS pages into new Drupal CMS, formatted content according to style guide. // Edited taxonomy for News articles. // Outlined and drafted manual of CMS for local chapter web masters.

Electronic Ink, Inc. // Assistant Design Researcher

Created user research materials, client deliverables, sales documents. // Recruited for, scheduled, and conducted user interviews. // Contributed to research findings and recommendations by compiling qualitative and quantitative user data sets and distilling patterns from them in MS Excel. // Assisted in heuristic evaluation of both customer management portal and financial web application; documented findings and recommendations for each.