

Teaching

Sep'09-present

The University of the Arts // Part-time Lecturer, Graphic Design

Spring 2010: Digital Interactive Techniques, a junior graphic design course focusing on timeline-based motion design and digital interactive interfaces. // Best Practices in Web Design, a Continuing Education course addressing both technical and aesthetic aspects of designing user-friendly websites.

Fall 2009: Electronic Media/Production I, a sophomore graphic design course introducing Adobe Photoshop, Illustrator, and InDesign.

Graphic Design curricula emphasize craftsmanship, attention to detail, and best practices for digital workflow in collaborative environments.

Work Experience

Nov'09-present

Benchmark Asset Managers // Freelance Web Consultant

WikiPositive.org: Conducted requirements gathering and wrote functional specifications for redesign and redevelopment of research-focused wiki. // Developing Drupal CMS that will enable private annotations and automated data aggregation.

Environmetal.org // Freelance Drupal developer

Oct'09-present

eCommerce site: Developing Drupal CMS to design specifications. // Created content types and templates, and user roles and permissions.

Habitat Philadelphia // Freelance Web Consultant

Jul'09-present

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

D4 Creative // Freelance Information Architect

Jul'09-Oct'09

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

Jul'09

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

ShareUrMeal // Information Architect and Creative Lead

Jun'09-Oct'09

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 Migrator

May'09-Jul'09

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

Sep'07-Dec'08

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 with MS Excel. // Assisted in heuristic evaluation of both customer management portal and financial web application; documented findings and recommendations for each.

Education

The University of the Arts // BFA, Multimedia

// Researched, developed, and implemented senior project, telluricAesthetic, a web-based avatar builder from concept to prototype. // Managed interdisciplinary news production project involving 25 students over 3 weeks. Coordinated and collaboration between writers, videographers, audio techs, graphic & motion designers, and video editors. // Researched community involvement in the Kensington/Fishtown neighborhood of Philadelphia. Attended monthly community meeting; interviewed actively participating locals; and edited audio interviews into succinct narratives.

Delaware County Community College // AA, Applied Communications

Associations

VizThink Philly, coordinator *Apr'09-present*

Refresh Philly *Jan'09-present*

PhillyCHI *Oct'08-present*

Philly NetSquared, coordinator *Jan'09-Jun'09*

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 and user activities with UML in MS Visio // Building web UIs with XHTML, CSS, & JavaScript // Crafting compelling audio & video narratives using industry standard software

Tools & Software

Documentation

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

Prototyping

- › XHTML
- › CSS
- › JavaScript
- › Flash
- › Flex / Flash Builder

A/V Editing

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