
Sharilyn Neidhardt - Brooklyn NY 11206

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Product Owner - Globurg HQ (subsidiary of Dayglo Ventures LLC)

March 2013 - present

Authoring user stories, prioritizing and grooming backlog, creating collateral, maintaining analytics, managing user testing, wireframing, working with development teams at Pivotal Labs, Tanooki Suit and Globurg.

UX/IA Design Lead - Dayglo Ventures, LLC

July 2012 - March 2013

Performing user research, authoring scenarios and personas, delineating and prioritizing feature sets, wireframing, prototyping, assisting in documentation and project management.

An early prototype of a proposed mobile MVP is here:

<https://popapp.in/w#!/projects/522795e3fcc794106f00027d/preview>

Senior Associate Photo Editor - New York Post

March 2008 - July 2012

Researching and purchasing wire photography, assigning and scheduling freelance photography for the news section of the paper. Lead editor on the Monday paper. Generate story and photo ideas for news and photo editors. Manage shift scheduling for the department. Lead researcher for sourcing photo and video via the internet (i.e. twitter, flickr, blogs, etc.)

You can see many sample pages from my tenure at the Post at:

<http://sicknesshealth.tumblr.com>

Photo Editor (Department Head) - New York Sun

April 2006 - March 2008

Assigning photography for local news, real estate, and arts sections. Researching and acquiring art for every section of the paper. Cultivating and maintaining freelance photographers in New York, Los Angeles, Albany, and Tel Aviv. Management of photo department, including hiring and training of assistant editors, night editor and interns. Managing invoicing and budgeting for freelance photography, arts and wire services.

Assistant Photo Editor/Photographer - New York Sun

October 2005 - April 2006

Extensive research of relevant photojournalism using wire service subscriptions. Retouching and image processing for newsprint reproduction. Photography and editing of assigned news events and features.

Photographer/Retoucher - Digital Media Services

January 2005 - December 2005

Photographing and documenting real estate listings in New York City for large agencies, including Elliman and the corcoran group. Post-processing and retouching digital images for both web and print presentation.

Production Designer - NYC & Co. (freelance)

April 2005

Managed and updated content for New York City tourism site using in-house content management system. Created "Summer Breaks" subsite based on existing templates. Consulted on usability issues for the content management system.

Production Designer - OpSound

May 2004 - March 2008

Managed and updated content for complex dynamic site. Researched Flash and other technologies for OpRadio. Supported a rapidly expanding open sound pool, which collects user submissions for a copyleft, open source record label. Extensive usability testing in conjunction with the creator and developer.

Designer - Glowlab

February 2004 - March 2008

Managed and updated content for complex Moveable Type site. Consulted on usability and design issues. Contributed to full redesign for artists' collective website, in which artists manage and upload content to magazine-style site. Worked closely with engineers and developers to implement design templates.

Owner - Sarkana Online

January 2000 - December 2003

Took over existing storefront business and created a successful online commerce site. Sarkana manufactured and sold specialty oil paints to artists worldwide.

Architect of the Unseen (Design Lead) - Yahoo!

January 1998 - May 1999

Designed and assisted implementation for popular verticals such as Yahoo! Shopping, Yahoo! Maps, Yahoo! Yellow Pages, Yahoo! Personals, Yahoo! Classifieds. Responsibilities also included analysis of engineering limitations, assessment of user feedback, extensive mockup and schematic creation, and quality control testing design.

<http://shopping.yahoo.com>

<http://maps.yahoo.com>

<http://yp.yahoo.com>

<http://personals.yahoo.com>
<http://classifieds.yahoo.com>

Designer - BigBook, Inc.

April - December 1997

Worked closely with graphic designers and programmers to implement innovative database-driven templates for 'yellow pages' directory website. Designed interactions for premium advertisers and end users. Streamlined usability for extremely dense content base.

Design Lead - Ikon Interactive

November 1995 - April 1997

Designed and assisted implementation of web brands for high-profile clients such as The Gap, Virgin Records America, Procter & Gamble, and Disney Store. Responsibilities included client needs assessment, and extensive mockup and schematic creation. Created proposals and represented the design team in seeking new business. Assisted department leads in creating internal standards documents and templates.

Designer - Interactive Digital Solutions at SGI

January 1995 - November 1995

Designed onscreen look and interactions for proposed interactive broadband television system to be implemented by NTT in Tokyo. Responsibilities included technical interpretation of art direction, extensive mockup creation in proprietary markup language, and needs assessment of Japanese user base.

Production Artist - Arnowitz Studios

June 1994 - January 1995

Assisted in design and art direction of popular CD-ROM titles such as Animals! 2.0. Responsibilities included detailed production work in Photoshop, and assisting interaction designers with mockups.

Digital Artist - HSC Software

September 1993 - January 1994

Researched, tested, and helped develop popular plug-ins for Photoshop, including Kai's Power Tools among others. Created sample art to promote the features of the software. Worked closely with Kai Krause and lead developers to create compelling user experiences.

Artist Bio

Sharilyn Neidhardt is a Brooklyn-based artist and photojournalist. Her photography has appeared in numerous publications, including The New York Sun and the New York Post. She is a founding member of Glowlab arts collective and The Williamsburg Chess Club for Wayward Men and Ladies. Sharilyn created the Human Scale Chess Game, which has been played all over North America. She has performed internationally with Sal Randolph as "Weapons of Mass Destruction". A native Californian, Sharilyn loves single malt scotch, obsessively collects vinyl records, and speaks only a little German. Keanu Reeves once lit a cigarette for her.