

## Employment

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### Interaction Designer & Design Strategist

Ludic Labs

(November 2008 - present)

- Self-employed as a freelance designer and strategist, specializing in early-stage startups and with worldwide contracts for remote telecommuting work.
- UI/UX Design & Design Strategy
- User Research & Usability Testing
- XHTML/CSS
- Flash/Actionscripting

### Interaction Designer

Ludic Labs

(October 2007 – November 2008)

- Designed new and existing features using task analysis diagrams, personas, iterative visual prototypes and other user-centered design principles.
- Conducted usability tests in the field with sample users and creating review documentation.
- Designed web pages and related creative assets using Fireworks.
- Coded web pages into HTML and CSS with Django templates.

### Senior Designer

Social Media, Palo Alto, CA

(August - October 2007)

- Created prototypes, designs and markup of Facebook apps for an application network with millions of daily users.
- Projects included games, boutique sites, advertising banners and website redesigns.
- Worked closely with a cross-functional group from project inception to completion to define and create satisfying user experiences.

### Web Designer & Flash/Flex Developer

Asterpix, San Jose, CA

(March - August 2007)

- Prototyped and built the UI for a Flash/Flex video-playing client, implemented with Fireworks, Actionscript 3.0 and Flex.
- Created website: logo design, branding, markup and Django templates.

### Flash Developer

Wagerworks, San Francisco, CA

(December 2005 - March 2007)

- Created online casino games for the UK market.
- Programmed in Actionscript using OOP (prototype-based classes) and XML.
- Worked on a multi-disciplinary team of artists, Flash developers and Java programmers.

### Founder/Owner

alabut.com

(October 2004 - November 2005)

- Freelanced for a year, specializing in standards-compliant XHTML/CSS and Actionscript-heavy Flash.
- Companies included design firms and advertising agencies.

## Programmer/Analyst I/II

University of California San Diego

(December 2000 - October 2004)

- First webmaster of the Division of Biological Sciences; created and redesigned division websites, using XML/XSLT for data-heavy sections; and made Flash slideshows for special occasions.
- Lead web developer for an environmental research initiative, the Superfund Basic Research Program.
- Made Flash documentaries about scientists doing environmental research and used video, audio, pictures and text to tell engaging narratives.

## Skills

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### Lots of experience:

HTML, XHTML, CSS, W3C standards, UI design, information architecture, iterative prototyping, usability testing, interaction design and task analysis, Fireworks, Flash, Actionscripting 1.0

### Less experience:

Flex, Actionscripting 2.0/3.0, Javascript/AJAX, PHP, MySQL, Ruby/Rails, Python/Django, XML/XSLT

## Conferences/Workshops

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- **Adobe MAX 2006:** large annual event focusing on upcoming Adobe developments, with an emphasis on Flash, Flex and AIR.
- **DUX 2003:** joint conference on interactive digital design (June 03)
- **AIGA Experience Design:** Sixth Advance for Design Summit (June 03, presented short talk on case study implementation)
- **Adaptive Path:** The Business of Experience Design (June 03)
- **Edward R. Tufte:** Presenting Data and Information (Jan 03)
- **Adaptive Path:** Designing for the User Experience (Oct 02)

## Education

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Undergraduate: University of California San Diego, Political Science