

# RICKY HOLTZ

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http://rickydesign.me  
(203) 419-5722

user-focused designer  
empathetic thinker  
visual notetaker  
dom whisperer  
the nerdy friend

## *education*

**university of california, berkeley.** may 2016

master of information management & systems. graduate opportunity fellowship.

**university of connecticut.** may 2014

ba, individualized: social interaction & new media. magna cum laude & honors scholar.

## *digital experience*

**product design intern.** salesforce

*san francisco, ca. 2015*

designed a contextual intranet and associated plugin based on user research, stakeholder interviews, and competitive analysis.

conducted sketching exercises across diverse teams to foster design thinking, and inform the community cloud product.

**full stack development.** crisco url shortener

*berkeley, ca. 2014*

architected a url shortening application using the flask python framework, a sqlite database, and a vanilla html/css/js front end.

programmed functions for handling and routing http requests in flask and built a fully responsive front end for the website.

**nickelodeon digital analyst.** viacom

*new york, ny. 2014*

generated data-driven insights on user behavior for events like the 1st kid's choice sports awards and legend of korra, and the responsive redesign of nick.com.

prototyped nickvision, a mobile augmented reality app for the nickelodeon brand; presented work to sr. executives.

## *leadership experience*

**fraternity advisor.** university of california, berkeley

*berkeley, ca. current*

created initiatives around effective meetings, risk management and awareness, community service, and values-based leadership with sigma pi & beta theta pi.

**career & alumni chair.** info mgmt student association.

*berkeley, ca. 2015-2016*

connected two keynote speakers and five panelists to the most highly attendended infocamp conference in school of information history.

collaborated with school of information administration to establish relationships with bay area companies and alumni.

**writing tutor & teaching fellow.** university of connecticut.

*storrs, ct. 2011-2014*

spearheaded the use of online writing tutorials at the uconn writing center through grant-funded thesis research at three major universities.

presented research first year writing at multiple conferences; later published in praxis, a peer reviewed journal of writing center practice.

## *abilities*

**full stack development.**

html5/css3. javascript. react. sass. node. python. java. git. gulp/grunt.

**visual design. prototyping.**

photoshop. illustrator. indesign. sketch. balsamiq. sketchnoting. markers for days.

**research design & presentation.**

user interviews. user observation. contextual inquiry. a/b testing. info viz.

## *interests*

social justice & identity. french horn. baking & slow cooking. web tech. volunteering. rugby.