

ERIK "RICKY" HOLTZ

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original researcher.
user-focused designer.
empathetic thinker.
incidental musician.
"the nerdy friend."

EDUCATION

university of california, berkeley. may 2016.

master of information management & systems

university of connecticut. may 2014.

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

langue onze. june 2012.

french language. toulouse, france

ABILITIES

research design. methodology.

adobe omniture suite. spss. anova. al/b testing.
user interviews. user observation. pile sorting.

design. front-end development. programming.

python. java. adobe creative suite. html5/css3.

miscellaneous. useful.

french. spanish. git. wireframing. prototyping.

DIGITAL EXPERIENCE

nickelodeon digital analyst. viacom. new york, ny. 2014.

refined the complete responsive redesign and optimization of nick.com domain with sr. managers and directors.

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

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

ui & visual design. papertrail writing guide. storrs, ct. 2014.

designed the logo, user interface, and visual aesthetic of papertail through extensive use of photoshop and illustrator.

organized mood boards and style tiles for the typography, color, and texture of the papertrail website and brand.

copyeditor & strategist. -ation digital agency. storrs, ct. 2013.

analyzed ticketing websites to improve the information architecture and design of the uconn athletics ticketing site.

published -ation assets, including website copy, blog posts on the topic of digital advertising, and a press release.

undergrad researcher. university of connecticut. storrs, ct. 2011-2014.

investigated the affordances of online tutorials in writing centers; a qualitative study of Google Hangouts for tutoring.

examined the effects of game-based study strategy on student learning and motivation; quantitative study for ipads.

i3 research intern. university of pittsburgh. pittsburgh, pa. 2013-2014.

supervised performative and psychological implications of online role playing games; qualitative study of gamer culture.

LEADERSHIP EXPERIENCE

fraternity advisor. university of california, berkeley. berkeley, ca. 2014-present.

developing initiatives for effective meetings, risk management, community service, and values-based leadership.

writing tutor & teaching fellow. university of connecticut. storrs, ct. 2011-2014.

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

presented research on online tutoring and first year writing at multiple conferences; publication of project pending.

huskython executive director. connecticut children's hospital. hartford, ct. 2013-2014.

managed the most successful huskython dance marathon in uconn history, raising \$457,581.04 (+30% vs. prev year).

coordinated the efforts of 28 management team members in finance, operations, communications and other roles.

resident assistant. department of residential life - alumni quadrangle. storrs, ct. 2012-2014.

scholarship chairman & general member. beta theta pi social fraternity. storrs, ct. 2011-2014.

INTERESTS

architecture, french horn performance, interaction design, volunteering, animation/illustration, armchair philosophy, rugby.