RICKY HOLTZ

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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.
built a server for handling and routing http requests in flask and developed 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

technical mentor. code 510.   *berkeley, ca. current*
assisted high school students with the development and execution of ideation exercises.
organized a workshop covering web architecture and full stack development.

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.

huskython executive director. ct children's medical center.   *storrs, ct. 2013-2014*
coordinated a team of 28 student leaders in roles spanning finance, recruitment and
operations to fundraise $457,581 for ct children's, a 30% increase from the previous year.

writing tutor & teaching fellow. university of connecticut.   *storrs, ct. 2011-2014*
presented research first year writing and digital tutorialsw 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.

ux & ui 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.

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

interests

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