

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

[ERIK "RICKY" HOLTZ]
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[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]

front-end development. programming.

html5/css3. javascript/jquery. python. jekyll. git.

visual design. prototyping.

photoshop. illustrator. indesign. justinmind. balsamiq.
mobile-first. browser-based. participatory.

research design & methodology.

user interviews. user observation. a/b testing. anova.

[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 & photos, blog posts on engaging 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*; a quantitative study using 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

creating initiatives for effective meetings, risk management and awareness, 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 first year writing at multiple conferences; published in peer-reviewed journal of writing practice.

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).

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

led workshops for 75+ attendees on topics including values-based leadership, ethical leadership, and diversity appreciation.

{INTERESTS}

social justice & identity. french horn. baking & slow cooking. architecture. photography. volunteering. armchair philosophy. rugby.