

user-focused designer.  
empathetic thinker.  
dom whisperer.  
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. origami. balsamiq.  
sketchnoting. watercolor.

**research design & methodology.**

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

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## [DIGITAL EXPERIENCE]

**blogger & social media volunteer. typo conference press team. san francisco, ca. 2015.**

**created** visual assets for keynote speeches by sketchnoting and later publication on twitter. Gained 68 likes and 24 retweets.

**published** blog posts about keynote talks on topics including entrepreneurship, design theory, and branding; used wordpress.

**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 1<sup>st</sup> 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.

**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.

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## [LEADERSHIP EXPERIENCE]

**career & alumni chair. information mgmt student association. berkeley, ca. 2015-present.**

**connected** two keynote speakers and five panelists to the most highly attendended *infocamp* conference in imsa history.

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

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

**created** 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).

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## {INTERESTS}

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