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 in response to needs for employee
engagement and knowledge sharing across large organizations.
conducted sketching exercises across diverse teams to foster design thinking,
and inform the community cloud product.

digital analyst. viacom nickelodeon   *new york, ny. 2014*
communicated data-driven insights for events including the responsive redesign of
nick.com to senior management and engineering for quality assurance and strategy.
prototyped and pitched nickvision, a mobile augmented reality app that would help Nick
meet kids where they are; presented work to senior executives.

featured projects

designer, developer, & biz dev. et al. health   *berkeley, ca. current*
building a fully componentized web application with a redux implementation of react, a
modularized sass library, and a node.js server for generating pages.

designer & developer. dance dance   *berkeley, ca. 2015*
developed a sweater that used accelerometer data to update led strips on the sleeves to
show real-time motion of the wearer; added a wireless pubsub system.
published project in the ischool review, a showcase of work from ischools worldwide.

developer. crisco url shortener   *berkeley, ca. 2014*
built a url shortener using the flask python framework, sqlite, and vanilla html/css/js.

community involvement

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.

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.

preferred tools

ux & ui design.
photoshop. illustrator. indesign. sketch. paper. sketchnoting. markers for days.

full stack development.
nerd stack. nodejs. express. react. mongodb. html5/sass. javascript. python. git. gulp.

research & presentation.
user interviews and observation. competitive analysis. keynote.

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

interests

social justice. french horn. conversational ui. ubiquitous computing. volunteering. rugby.