

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]

**design. front-end development. programming.**

adobe creative suite; html5/css3; python. jekyll.

**research design. methodology.**

user interviews. user observation. pile sorting.

adobe omniture suite. spss. anova. a|b testing.

**miscellaneous. useful.**

french. spanish. git. wireframing.

## [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 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.

**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-pres.**

**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.

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

## {INTERESTS}

french horn performance, architecture, photography, social justice and identity theory, volunteering, armchair philosophy, rugby.