

RICKY HOLTZ

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

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

front-end developer. magicbus

san francisco, ca. 2016

redesigned and built the mobile web app for magicbus riders with react and mobx.

contributed to product direction and pricing strategy through user research and stories.

product design intern. salesforce

san francisco, ca. 2015

designed a contextual intranet and browser plugin for sharing organizational knowledge.

conducted sketching exercises across diverse teams to foster design thinking.

digital analyst. viacom nickelodeon

new york, ny. 2014

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

developer & designer. et al. health

berkeley, ca. current

built a fully responsive web application with jinja templates, sass, and a flask server.

awarded third of over 200 applicants for uc berkeley big ideas, and james r. chen award.

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.

nodejs. express. react. css modules. html5/sass. javascript. mocha. tape. webpack. git.

research & presentation.

user interviews and observation. competitive analysis. keynote prototypes.

interests

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