

STRATEGY | DESIGN | IMPLEMENTATION

I specialize in UX and UI design, from strategy to product release, for software applications, web, and mobile. I design from the position that people don't want to learn software, they want to use it. I strive to create simple - obvious interfaces that are expansive, beautiful and direct.

PROCESS

The user's experience is analyzed to create a customized experience based on the user's profile and product goals. Concepts and work-flows are based on human based design models customized for the user and demographic. Through rapid prototypes and strategic design solutions, I create innovative and engaging user experiences. The outcome is a customized interface that appeals to the target audience

MFA DEGREE

University of California, Santa Barbara, CA, Art Fellowship, Sculpture and Video, Honors

BFA DEGREE

Rhode Island School of Design, Providence RI, Video and Design

BFA CANDIDATE

Cooper Union, New York, NY, Full Scholarship, Art, Photography and Design

2015 - 2016**POP AGENCY FOR MICROSOFT | LEAD USER EXPERIENCE DESIGNER**

Project Scope: Strategy and design to drive new customers to the Power BI site, get more site visitors to try Power BI and increase SEO. Work includes a site audit, competitive market analysis, presentation of findings and recommendations to the Microsoft BI team. Wire-frames for a site redesign. I also worked with the design team on the Trident website redesign as a User Experience designer.

2013 - 2015**AGILYSYS | LEAD USER EXPERIENCE DESIGNER**

Agilysys is a small company with 100 Million in annual revenue that creates software solutions for the hospitality industry. At Agilysys, I worked in an agile software development environment on new product design. rGuest Buy is a cloud-based POS responsive solution for Kiosk, phone and tablet. I also worked on a Android App for Info Genesis, a handheld POS cloud based ordering system. Our products were next generation POS systems used by customers like Compass, Mandarin Oriental, Caesars Inc. Royal Caribbean, MJM Grand, Trump Towers and other hospitality companies. At Agilysys, I did user interviews, wrote usability test plans, created prototypes for testing, identified test candidates, created style guides, designed icon sets, established principals of design and color usage patterns. I also implemented a strategy with the design team to create a design process and to better fulfill our brand promise. I created a strategy to unify our product suite, including reusable design elements, color specifications, UX mission statement, style guides and establish UX patterns. I created cross platform responsive design solutions for products and defined standards for quality artwork. I met all the production deadlines, and worked with developers to implement design. I provided assets, redlines, functional prototypes, user flow and documentation and insured the user experience was built as designed.

2012 - 2013 CONTINUED

WALMART FOR DS-IQ | SENIOR USER EXPERIENCE DESIGNER

Project Scope: Designed an iOS App called Collect For Kids to streamline the box top collection method for school programs and increased brand exposure within a 3-week deadline. Worked with a developer to create a functional app prototype. Also created wire-frames and user flows for a web based smart-phone QR code shopping experience called Smart Assistant in 2-week window. Developed specs, user work-flows, wire-frames and documented future iteration. Matched existing Walmart branding. Created designs from verbal descriptions for web & mobile app. Created UX concepts, wire-frames, user flows, mock-ups, icons for iPhone and web app. Created visual assets for app and HTML and CSS for web app. Developed user experience based on enhancing the in-store experience and using it in the store.

MYHABIT FOR AMAZON | SENIOR USER EXPERIENCE DESIGNER

Project Scope: UX Design, User research, Web Design, User Flows and wire-frames for iPad Application, responsive design for Web Site and mobile devices. Our focus was to optimize customer's shopping experience and to create an off-Amazon high fashion shopping experience. Created responsive UX designs for web and mobile. Created wire-frames, user flows, high fidelity mock-ups for an iPad app from written & verbal descriptions. Created UI Design comps for web and applications. Developed strategies from usability tests and incorporated user feedback in product UX.

2005 - 2012

JANINE BOSTOCK DESIGN | PRINCIPAL | CREATIVE DIRECTOR

Project Scope: iPhone, iPad App Design, Web Design, Web Building, Logo Design, Icon Design, Branding, Re-branding, UI, and high fidelity mock ups. My clients were small and medium sized companies including Knowledge Mosaic, Air Creek, 1213 Gallery, Emerald City Smoothie (China), Coast Gear and others. Designed and built custom websites and databases. Created UI Design comps for web. Developed strategies for a marketing campaign, did proof of concept photography for in-store advertisement product photography and art direction. Ran print ad campaigns, trade-show marketing, created logos, labels and tags.

1998 - 2005

MICROSOFT | SENIOR UX DESIGNER | 3/D GAME ARTIST

For Microsoft I worked for Flight Sim, Windowsmedia and MSN Messenger. I designed daily site content, created e-mail newsletter, custom promotional web pages for movies, events and music. Including a full site redesign to create a fresh look to reflect the site content. We brought the websites look in line with the music and entertainment industry standards. Created high fidelity mocks for website. Created UI concept and mock-ups for website. Developed strategy for usability tests that incorporated user feedback and tested design concepts. Created on-brand designs for marketing campaigns and other marketing initiatives for various media including music and film. Worked with producers and industry professionals to create web promotions and special feature for events like the Olympics, new music and movies. For MSN Messenger I worked on UX redesign for MSN Messenger including concepts for global address book. The goal was to simplify the interface and organize features. For Flight Sim - Combat Flight Sim I designed 3/D art and textures. I Created over 200 unique buildings for the product. Enhanced realism in the product by inventing a more realistic texture process and the first Microsoft Blimp that flew in the game.

COMMUNITY SERVICE

DEPARTMENT OF NEIGHBORHOOD GRANT | Seattle City Council, Seattle WA

Chair of the Playground Committee at Lafayette Elementary school 2009 -2011

Raised \$120,000 to build a new community playground.

YOUTH VOLUNTEER SERVICE Helped to build a cafeteria for an orphanage in Mexico.

AWARDS

NATIONAL ENDOWMENT FOR THE ARTS FELLOWSHIP | Arts West, Santa Fe, NM

HUMANITIES RESEARCH FELLOWSHIP | Tuition Scholarship & TA for, UCSB, Santa Barbara, CA

FULL TUITION SCHOLARSHIP | The Cooper Union, New York, NY

CONGRESSIONAL ART AWARD | Washington DC

SKILLS

Illustrator

Photoshop

Dreamweaver

Flash

Axure

Omnigraffle

Office

PowerPoint

SharePoint

Jira

Confluence

Keynote

After Effects

Premiere

Avid Media Composer

Autodesk Softimage

DEVELOPMENT EXPERIENCE

Agile

Native IOS

Native Android

CSS

Cloud

jQuery

HTML5

Chrome App