

# EMILY DEGRUCHY

## User Experience, Information Architecture, User Interface and Interaction Design

www.elimenop.com

elimenop@elimenop.com

### BACKGROUND

#### • Professional Summary

- 10+ years of experience in the interactive design world, working in both an agency capacity and acting as a product manager for complex consumer facing websites
- strengths include: facilitating communication across all project participants (management, creative, dev), client/stakeholder approval, managing small project groups from requirements gathering through launch
- a sincere passion for (and authentic relationship with) social media, mobile devices, and the internet at large

#### • Deliverables (see portfolio for samples)

- product requirements
- competitive analysis
- scenarios
- testing plans
- user-testing analysis
- system flows, user flows
- sitemaps
- wireframes
- functional specifications
- working prototypes
- graphic interface designs
- style/pattern guides

#### • Technical Knowledge

up-to-date on the technical possibilities and limitations of:

- HTML5
- CSS
- Ajax
- Javascript/Jquery
- Flash/Actionscript
- objective-C/iOS devices
- Android platform
- popular social media APIs (e.g. Facebook, Twitter, LinkedIn, Tumblr, etc.)

#### • Software

- Adobe CS: Photoshop, Flash, Illustrator, Fireworks, InDesign, Dreamweaver
- Omnigraffle, Visio
- Axure
- Microsoft Office/iOffice applications

### EDUCATION

#### • BA - Clark University, Worcester, MA

- Double Major in Design and Psychology
- graduated magna cum laude
- member of Phi Beta Kappa
- highest honors for design thesis
- editor of the literary magazine

### EXPERIENCE

#### • 2010-2011 The Wonderfactory, New York, NY: Senior UI Designer (*thewonderfactory.com*)

##### Responsibilities

- producing documentation from initial product requirements to highly detailed wireframes to final functional specifications for a varied group of projects (e.g. high content website redesigns, mobile applications, chrome applications)
- researching new technologies and platforms, ensuring technical feasibility of UI designs, as well as making sure that design patterns were consistent with the platforms being designed for (e.g. web vs. iOS vs. Android)
- presenting all documentation to clients and acquiring sign-offs
- executing internal competitive analysis before project kick-offs

##### Achievements

- redesigned the UI for, and participated in the testing of, a complete overhaul and redesign of the Better Homes & Gardens website
- augmented the UI of Texterity's digital publishing application so it could be implemented on both the Android phone and Android tablet (Honeycomb), as well as executing designs for several HTML5 modules to be used across all platforms (web, iPad, iPhone, Android Phone, Android Tablet)
- designed the UI and wrote full functional specifications for the Better Homes & Gardens Celebrate application for the iPad (selected as the App Store's "App of the Week" upon launch)
- redesigned the architecture and UI for Barnes & Noble's college-customized bookstore websites (serving over 600 institutions including Harvard & Yale - redesign launching Fall 2011)
- designed the UI and created full functional specifications for the Sports Illustrated Snapshot Chrome Application

#### • 2008-2010 Mr Youth/RepNation, New York, NY: Lead UX Designer (*mryouth.com/repnation.com*)

##### Responsibilities

- over-seeing and/or personally producing all documentation from project requirements through final UI and functional specifications
- reviewing all documentation with clients and internal stakeholders, facilitating sign-offs and ensuring a full understanding so that projects proceeded in line with expectations
- acting as a liaison between departments (creative, account, development, project management) in order to verify project needs and restrictions
- following through with the development team during the builds in order to close gaps and maintain consistency
- supporting the project management team and mentoring junior team members

##### Achievements

- created and implemented a cohesive and flexible UX process for Mr Youth's interactive one-off marketing initiatives and expanded and amended it to fit the agile process for RepNation's proprietary social marketing platform
- product managed and designed all UI for the complete redesign and relaunch of RepNation in 2009 and it's corresponding CMS data extraction system used by the Mr Youth staff to create portals and manage Reps
- launched 2 large stand-alone RepWare products (backend and frontend) for Wonka Candy (The Wonkafied World) and Microsoft (the Rally)
- designed the UI and oversaw visual design and development for several successful marketing campaigns: facebook applications (for clients including Chase Bank, Dell Computers, Microsoft, Sony and Staples) and contest/sweepstakes sites (for clients including Pepperidge Farm, Nike, Neutrogena, T-Mobile, Crayola and Huggies)

#### • 2001-2008 Professional Contractor (highlights), New York, NY

##### - 2006-2008 Agency.com: Interactive Design

design, project documentation, flash animation for Discovery Networks interactive national sales presentation

##### - 2008 Manhattan Neighborhood Network: Interactive Design (*youthchannel.org*)

design of the Youth Channel website: graphics and CSS templates

##### - 2007 All Star Buddies: User Experience/Interactive Design (*allstarbuddies.com*)

design of user interface elements and flow mechanisms

##### - 2007 Crispy Gamer: Interactive Design/IA

design of pre-launch user-interface, graphics and website mock-ups

##### - 2005 Ravi Coltrane: Interactive Design/IA (*ravicltrane.com*)

designed and produced musician's personal website

##### - 2001-2003 HBO Original Programming: Interactive Design

designed multiple interactive pieces for HBO's website promoting shows such as The Sopranos, Sex and the City and Six Feet Under

##### - 2001 Alan Berliner: Interactive Design/IA (*alanberliner.com*)

designed and produced filmmaker's personal website

#### • 1999-2001 Black Hammer Productions: Interactive Designer, New York, NY (*blackhammer.com*)

design and layout of websites for clients such as Oxygen Media, IBM, Mattel and Scholastic