

EMILY DEGRUCHY
**User Experience,
Information Architecture
and Interactive Design**

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SPECIALTIES

Skills

10+ years of interactive design experience, user-advocacy, interaction design, information architecture, product management, communication facilitation, stakeholder approval, mentoring junior team members, plus a sincere and organic relationship with the internet and social media

Documentation (*see portfolio for samples*)

product and business requirements, system flows, user flows, sitemaps, wireframes, functional specifications, prototypes, "hi-res" interface designs, style/pattern guides

Technical Knowledge

up-to-date on the technical possibilities and limitations of HTML, CSS, Ajax, Javascript and Flash/Actionscript

Software

Adobe CS: Photoshop, Flash, Illustrator, Fireworks, InDesign, Dreamweaver,
Omnigraffle, Visio, all Microsoft Office applications

EXPERIENCE

2008-2010 Mr Youth/RepNation, New York, NY: Lead User Experience Specialist (*mryouth.com*)

RepNation (*repnation.com*) - product manager for the rebuild of RepNation which launched in 2009 as well as several subsequent Repware product developments including independent sites for Wonka Candy and Microsoft, worked directly with managing partner to collect requirements

Mr Youth social media client projects - lead UX/IA/ID for all projects scoped for the full process, including: Facebook Applications for Chase, Dell, Microsoft, Sony and Staples
Competition/Sweepstakes/Contest sites for Pepperidge Farm, Nike, Neutrogena, T-Mobile, Crayola and Huggies

Responsibilities - designing all flows, information architecture and wireframes, over-seeing others and/or personally producing all documentation (see above: specialties > skills > documentation), acting as a liaison between departments (creative, account, development, project management) in order to verify project needs and restrictions, support for the project management team, mentoring junior team members, walking clients through all documents and ensuring their understanding in order that projects proceeded in line with their expectations, following through with the development process in order to close gaps and maintain consistency

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

2006-2008 Agency.com: Interactive Design

design, project documentation, flash animation and client sign-offs 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, management of client sign-offs and design process

2007 Crispy Gamer: Interactive Design/IA

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

2007 Greensboro Closer to the Truth: Interactive Design/IA (*greensborothemovie.com/film/AboutFilm.html*)

designed and produced movie website for filmmaker

2005 Ravi Coltrane: Interactive Design/IA (*ravicoltrane.com*)

designed and produced musician's personal website

2001-2003 HBO Original Programming: Interactive Design

designed several 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

2003-2005 Comcast Spotlight: Senior Designer, New York, NY (*the ad sales division of Comcast Cable*)

responsible for implementing and developing the corporate identity across a full range of in house design needs, including interactive and print pieces as well as sales presentations

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

mocking up hi-res website comps for clients such as Oxygen Media, IBM, Mattel and Scholastic, in charge of file structure design and maintenance

EDUCATION

BA - Clark University, Worcester, MA

Double Major in Design and Psychology; graduated magna cum laude, a member of Phi Beta Kappa, and with highest honors for my design thesis

References available upon request.