

Paula Wood

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Why me?

- I speak tech and end-user and am a great translator.
- I believe that listening and being open is the best way to approach a project.
- I am obsessed with usability and good interaction design.
- I think the best ideas come out of some interesting and unlikely places.
- I am always curious about how and why things work the way they do.
- I bring a sense of humor along with my focus and dedication.

What's my process?

User research. Find out what the user really needs by observing them.

Competitive audit. What's out there, how can your approach be unique?

Brainstorm. Use whiteboards. Move post-its around. Get messy.

Refine. Do task analysis, define personas, create affinity diagrams and user flows.

Design. Start with navigational structures, then wireframes, then higher fidelity.

User testing. Invite real users to interact with your design and adjust accordingly.

Documentation. Create a precise summary of the project so other teams can build it.

WORK EXPERIENCE

Microsoft (Bing Mobile) | 2009 – 2010

UI/UX designer for mobile phone applications. Projects involved designing for WAP and mobile applications, competitive research, establishing design patterns, usability studies, documentation, final asset creation and other related activities.

T-Mobile Creation Center | 2009

UI/UX/IA designer for mobile phone applications. Projects included competitive research, affinity diagramming, user scenarios, IA, wireframing, prototyping (paper and digital), establishing design patterns, documentation, final asset creation and other related activities.

Artefact | 2008 – 2009

UI/UX designer for a Seattle-based consultancy. Projects involved designing for web, desktop and mobile applications, with user research and observation, competitive research, affinity diagramming, user scenarios, requirements gathering, prototyping (paper / digital), establishing design patterns, RITE (Rapid Iterative Testing and Evaluation) studies, documentation, final asset creation and other related activities.

ADDITIONAL CLIENTS

Boeing
Brand Dialogue (Young & Rubicam)
Brita
Colgate
Dr Pepper/7Up
Edelman Digital
Eddie Bauer
Freightliner
Hilton Hotels
The IBM Center for e-Business
iVillage
Lincoln/Mercury
MTV Networks
Nestle Foods
RCA Records
React Magazine
Sony Music
Travelport (Cendant)
US Army The WB Network
Watchguard Technologies
Ziff-Davis Publishing

EDUCATION

School of Visual Arts | 1991 – 1994 | New York, NY

Earned BFA, graduated in the top 4% of the class with a GPA of 3.87. Awarded academic honors and the Rhodes Family Award for Outstanding Students.

Academy of Art College | 1989 – 1991 | San Francisco, CA

Studied photography and advertising design. Was in the top 10% of the class with a GPA of 3.69.

PROFESSIONAL PROFILE

Accomplished visual designer with a proven ability to develop and implement quality design work with a strong focus on user-centered design, able to work with multi-disciplinary teams.

Experienced manager of multi-disciplinary creative and technical teams.

Highly motivated, able to work alone or with a team and able to balance many projects simultaneously, to produce quality on-time and on-budget work.

REFERENCES AVAILABLE UPON REQUEST