

PAULA WOOD

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design.mobiletechunit.com

PROFESSIONAL PROFILE

Accomplished visual designer with a proven ability to develop and implement quality design work with a strong focus on user-centered design that also effectively communicates brand and message. Have worked with multi-discipline teams consisting of other designers, writers, programmers, project managers, clients, and other key stakeholders to produce quality on-time and on-budget work. Able to balance many projects simultaneously, with differing deadlines and scope. Highly motivated, able to work alone or with a team.

WORK EXPERIENCE

T-Mobile | 2009, Seattle, WA

User experience, interface design, and information architecture for mobile applications.

artefact | 2008-2009, Seattle, WA

User experience, interface design, user research, user scenarios, requirements gathering, prototyping (paper and digital), RITE (Rapid Iterative Testing and Evaluation) studies, documentation, final asset creation and other related activities for web, desktop and mobile applications.

Eddie Bauer | 2006 - 2007, Redmond, WA

Art Director; responsible for the design and implementation of web pages, CSS-based e-mail and banners.

Stuffopolis | 2005, Bellevue, WA

Interaction Designer and Usability Lead; collected user data, analyzed it, then translated into wireframes.

Travelport | 2003 – 2005, Seattle, WA

Interaction Designer for an online application (web and mobile), including usability and design, design guidelines, style sheets, graphics production, and some HTML, as well as assisting with localization into five languages. Designed and implemented an archiving system for all visual work.

Watchguard Technologies | 2002, Seattle, WA

Creative Director; responsible for a team of six print and web designers. Redesign of company branding: website, trade show presence, printed materials and product packaging; localization into eight languages.

The IBM Center for e-Business | 2000 – 2001, Santa Monica, CA

Creative Director; responsible for a team of twelve information designers, content editors, web and multimedia designers, and UI developers. Led integrated creative and technical teams in the creation and implementation of user-centric, information-driven online applications, web sites and other communications.

True Interactive | 2000, Malibu, CA

Art Director; designed and produced websites, plus created original artwork.

Brand Dialogue (Young & Rubicam) | 1999, Irvine, CA

Senior Art Director; responsible for a team of five writers, designers and HTML/Flash designers, Creative direction for websites and online advertising, as well as various in-house projects for Lincoln-Mercury.

Brand Dialogue (Young & Rubicam) | 1998, New York, NY

Art Director; designed and implemented websites and online promotions and advertising.

ADDITIONAL CLIENTS

Edelman Digital | 2008, Seattle, WA
MRM Worldwide (Interpublic) | 2008, Seattle, WA
Universal Music Publishing | 2002, Los Angeles, CA
The WB Network | 2001, Los Angeles, CA
iVillage | 1996 – 1997, New York, NY
Ziff-Davis Publishing | 1996 – 1997, New York, NY
React Magazine (Parade Publications) | 1995, New York, NY
Sony Music | 1994 - 1995, New York, NY
MTV: Music Television | 1994, New York, NY
The RCA Record Label | 1993, New York, NY

ADDITIONAL AGENCY BRANDS

Microsoft
Sapphire Energy
Freightliner
Boeing
Hilton Hotels
Sanwa Bank
Nestle Foods
Lincoln/Mercury
Brita
Dr Pepper/7Up
Colgate
US Army
Firestone
Godiva
Absolut

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.

TECHNICAL

Mac or Windows, Adobe (Photoshop, InDesign, Illustrator, Dreamweaver, Fireworks, and Flash), Microsoft (Word, Excel, Power Point, Visio, Project), HTML, CSS and Javascript.

REFERENCES AVAILABLE UPON REQUEST