

Paula Wood

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UX Designer and Information Architect

Dedicated UX Designer and Information Architect has more than 18 years of extensive experience in design direction with an emphasis on creating and bringing to market meaningful products, services, and experiences. Expert design direction consistently delivers fully convergent experiences which span diverse media, platforms and technologies. Responds to challenging responsibilities with genuine enthusiasm and fulfills them with focus, motivation and attention to detail. Innovative professional specializes in conceptualizing design strategies, interactions, and visual solutions; developed creative concepts for leading global companies in the fields of technology, publishing, telecommunications, advertising, marketing, consumer goods, and entertainment.

Core strengths include

- Emerging technologies and immersive experiences
- User experience-driven design
- Cross-disciplinary ideation and creation
- Translation of business strategy and brand into meaningful and memorable experiences
- Strategic alliances, joint ventures & partnerships
- Development and leadership of high-performing creative teams
- Excellent interpersonal, communication and presentation skills

Full Client List

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

Work Experience

mobiletechunit design | UX Design & Information Architecture, Seattle, WA | 2010 - 2011

- Creation of end-to-end user experience design and information architecture, focusing on fully integrated experiences on all platforms for all screens, including web, online applications, multi-platform software, iOS, Android, Windows Phone and mobile web.
- Integration of user goals with business goals based on solid research to create engaging, competitive products.
- Develop work flows, navigation systems and wireframes to ensure the accuracy and success of user tasks.
- Coordinate with the clients regarding project objectives, strategies and schedules; present and justify creative and innovative designs to clients on a regular basis.
- Collaborate with project managers, content writers, visual designers and software developers to ensure the smooth transition of designs from wireframes into development.

Amazon Kindle Cross-Platform | Consultant, UX Design, Seattle, WA | 2011

- Creation of end-to-end user experience design for all screens, including Fire, iOS, and Android for Kindle apps.
- Develop use cases, user scenarios and user flows, navigation systems and wireframes to ensure the accuracy and success of user tasks.
- Collaborate with project managers, visual designers and software developers
- Ensured the smooth transition of designs from wireframes into development with detailed redlines and documentation and in-person iterative sessions.

Blink Interactive | Consultant, Information Architecture & UX Design, Seattle, WA | 2010

- Integrated user goals with business goals in creating user experience, using expertise in information architecture.
- Developed work flows and navigation systems to ensure the accuracy and success of operations; performed the translation of user research into wireframes.
- Coordinated with the clients regarding project objectives, strategies and schedules; presented and justified creative and innovative designs to clients on a regular basis.
- Collaborated with content writers, visual designers and software developers; ensured the smooth transition of designs from wireframes into development.

Valve Interactive | Consultant, Information Architecture & UX Design, Portland, OR | 2010

- Performed technical, competitive and demographic research and explored monetization opportunities.
- Gathered requirements and created user personas, use cases, user scenarios and user flows
- Created information architecture and wireframes using best mobile user experience principles
- Coordinated with the clients regarding project objectives, strategies and schedules; presented and justified creative and innovative designs to clients on a regular basis.

Bing Mobile (Microsoft) | UX Design Lead, Bellevue, WA | 2009 – 2010

- Studied the strengths and weaknesses of each mobile platform and provided quick resolutions while maintaining the brand look and feel of emerging technologies such as Android and iPhone.
- Executed the translation of the Bing brand to a mobile platform which can perform searching, image browsing, maps and GPS navigation.
- Produced screen flows and wireframes; directed user testing and usability analysis and created visual designs for mobile UI elements.
- Conceptualized and implemented mobile advertising strategies to further generate revenue; collaborated with content writers, visual designers and software developers.

T-Mobile Creation Center | Consultant, UX Design, Seattle, WA | 2009

- Directed affinity exercises and initiated several brainstorming sessions with designers; conceived projects based on compiled ideas.
- Generated numerous user scenarios using knowledge in information architecture, interface design and user experience design.
- Prepared paper and digital versions of prototypes for concept validation.
- Oversaw the documentation process, ensured accuracy and proper recording of updates regarding the project.

Artefact Group | Consultant, UX Design, Seattle, WA | 2008 – 2009

- Generated numerous creative and innovative user scenarios utilizing the expertise in information architecture, interface design and user experience design.
- Prepared paper and digital versions of prototypes for user testing.
- Created extensive design and functional documentation.
- Communicated all project objectives, strategies and schedules to client representatives; presented and justified the creative and innovative designs to clients on a regular basis.

Eddie Bauer | 2005 - 2007 | Art Director, Bellevue, WA

- Redesigned online marketing materials to become Web 2.0 friendly, succeeded in achieving a dramatic increase of revenue on each campaign.
- Overhauled and re-launched website using emerging technology and best e-business practices.
- Scheduled and led meetings for strategy sessions to build brand objectives; motivated members to participate in the creative design process.

Travelport | Design & User Experience Director, Seattle, WA | 2003 - 2005

- Directed the design of an online corporate travel application utilizing up to date user experience practices.
- Redesigned a complex travel policy engine using natural language and common interface elements.
- Collaborated with content writers, visual designers and software developers; ensured the smooth transition of designs from wireframes into development.
- Maintained the application interface and added improvements to make the application more user-friendly.

Watchguard Technologies | Consulting Creative Director, Seattle, WA | 2002

- Responsible for rebranding the entire company online and off, including web presence and electronic communications, packaging, trade shows, and printed materials
- Worked with engineers to create visual maps of the technical infrastructure for executive audiences
- Facilitated the strategy session meetings for brand objectives to further improve the efficiency and viability of projects; presented and justified designs on a regular basis.

IBM Centers for E-Business | Creative Director, Santa Monica, CA | 2000 - 2002

- Translated marketing objectives into creative strategies, and directed the creative team in the production of advertising and marketing collateral.
- Managed multiple corporate accounts; oversaw the roll out of websites, e-commerce, initiatives, intranets, videos, presentations and pitches.
- Facilitated the strategy session meetings to discuss brand objectives and how to further improve the efficiency and viability of projects.
- Presented and justified designs to executive clients on a regular basis; met with content writers, visual designers and software developers to discuss the project status/milestones.

Professional Associations

Seattle IxDA, AIGA, The Designer's Accord Seattle, UserExperience on Linked In, Seattle Innovators

Education

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

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 (San Francisco, CA) | 1989 – 1991

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

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Flash), Microsoft Office Suite (Word, PowerPoint, Excel), Microsoft Project, Microsoft Visio

References available upon request