



EDUCATION

MS in Comparative Media Studies, MIT (2010)

BA in Anthropology, Smith College (12/01)

Writing, Lit & Publishing, Emerson College (97-99)

EXPERIENCE

UX Consultant, Slalom Consulting • 04/14-Present (NYC)

Lead research, strategy and design efforts for major clients in the New York metro region. Recent projects have included prototype design for a White House initiative and global site redesign and user research at Johnson & Johnson.

Senior UX Designer, Mobients Inc. • 09/13-03/14 (NYC)

I brought user research and engagement strategy into the concepting phase of product design for this mobile experience startup. Deliverables for entertainment and retail clients included competitive analyses, guerilla surveys, personas, wireframes, task flow audits, user journeys, service blueprints, market research, as well as social media strategy.

Digital Director, Adult Swim Originals • 06/12-09/13 (NYC)

Managed digital presence and user research for a startup initiative by Adult Swim, including social media platforms and website management. Crafted user engagement strategies for the large fan community of a popular video series. Translated feedback from focus groups into actionable strategies for two site redesigns, working alongside developers and designers to prioritize new site functionality and review analytics for improved metrics and SEO.

Visiting Research Scientist, Deutsche Telekom Innovation Labs • 01-06/12 (Berlin)

Working in the Quality and Usability Lab, I led research on emplaced media technologies, focusing on video portals and mobile apps. Created, deployed, and analyzed a multi-country survey with remote team members to explore emotional connections to urban places. Conceived, prototyped, and user tested *Renku*, a mobile word game app.

Research Associate, MIT Center for Civic Media • 09/08-12/11 (Boston)

Researched and designed technology projects with specific communities. Helped supervise the development of a mobile app developed for youth media creation, leading weekly usability testing; conducted interviews and completed initial web design and video production for the Open Documentary Lab at MIT; created and led a mobile filmmaking project with a Kenyan community; completed fieldwork on the social impact of internet in rural Peru, resulting in published research and a short documentary.

Senior Communications Specialist, 1199SEIU (Labor union) • 10/06-08/08 (Boston)

Co-coordinated communications strategy and production, responsible for writing, editing, web and graphic design, print project management, all video production, and large-scale SMS messaging for various campaigns in four languages. Managed and trained staff. Developed websites and branding strategies for organizing initiatives. Conducted and filmed wide-scale member interviews for a statewide communications campaign resulting in 22,000 new members.

Communications Assistant, UUSC (Human rights agency) • 01/03-10/06 (Boston)

Managed all web content updates; assisted in all print, web, and PR communication; managed audio/video library; trained staff on new media methods; served as in-house photographer and videographer for events and trips, including international field assessments.

Marketing & writing, various dotcoms • 06/99-06/02 (Boston)

Started as a writer/photographer for an early social network, an editorial assistant for *Weekly Dig Magazine*, and a marketing associate at *FreshAddress*, an email marketing company.

FREELANCE WORK

studiocrux.com

Provide UX services to brands, agencies, and nonprofits. Previous freelance work includes a decade of video editing, web design and branding for a variety of clients including an investment firm, MIT, EdX, musicians, and many nonprofits, as well as wedding photography, documentary videography, and leading a film crew (Tapioca Productions, 2004-7).

PUBLICATIONS

“New Directions in Participatory Video: Emerging Digital Technologies and Practices.” In *Handbook of Participatory Video*

“Live-streaming mobile video: production as civic engagement” in *Proceedings of MobileHCI 2011*

“Rural Peru’s Transition to Wireless Internet: A Case Study on the Challenges and Potentials of ICT Entrepreneurship in the Developing World.” In *The International Journal of Technology, Knowledge and Society* 6(2).

AWARDS

Graduate Scholar Award (2010) – International Conference on Technology, Knowledge and Society • MIT CMS Media Spectacle (2010) – “Best Nonfiction” prize for a short film • Carroll L. Wilson Award (2009) – Grant from the MIT Entrepreneurship Center for fieldwork in Peru • 48 Hour Film Project (2007) – “Best film” + 6 other awards for *In Media Res*

LANGUAGES

(Human) Conversational Spanish and German

(Computer) HTML & CSS – working competency. Learning Javascript and Objective C / Xcode

AFFILIATIONS

MIT Alum Club of NYC
Carroll Wilson Circle
MIT Enterprise Forum
Anthro Tech Meetup (NYC)