

CONTACT INFO

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PROCESS EXPERIENCE

Master's in Human-Computer Interface Design and Usability (UI/UX) with over 30 years of professional and teaching experience. Multiple industry awards for design, marketing, and educational software. Expert Software Designer/Developer for consumer and B2B websites, museum and trade exhibits, multi-lingual training centers, mobile web-based applications.

Extensive knowledge of UI/UX processes from concept to QA. Skills include Discovery, Branding, Focus Groups and User Interview, Information Architecture, Concept Models, Database Design, Complex Forms, Task flows, Site Maps, Rapid Prototyping, Usability Testing, Metrics, Search Engine Optimization and Customer Service.

Primary tools include Window and Mac iOS, Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, Premier, Flash, etc.) MS Office Suite (Word, Excel, PowerPoint, etc.) SharePoint, HTML5, CSS3, JavaScript, KioWare Pro, Director, etc. All projects are tested on desktop and mobile browsers, Chrome, Safari, IE, & Firefox. Hands on experience with a wide variety of media and middleware development software including MySQL, MS SQL, AJAX, PHP, Agile, C-Panel, WordPress, Joomla, Drupal, Dreamweaver, Visual Source Safe, JS frameworks for Angular and React, etc.

Learning new software quickly has always been part of my process, I am happy to adapt to whatever tools work best for each project and allow me to function in productive collaboration with others. I also have training in conflict resolution, community building, ecology management, and culinary arts.

WORK EXPERIENCE

General Dynamics Information Technology | Rensselaer, NY | (12/02/2016) 08/28/2017 - Present
Hired under contract and the brought on full time as a UI/UX Designer, Advisor attached to the NYSOH contract. Instrumental in redesigning the customer service application for MAXIMUS and Back Office users. Charged with the mission to maintain and improve the usability of the NYSOH website, playing a key-role in developing Change Requests with an awareness of all other improvements that are parallel in the process of moving towards production. Alerting project managers to potential problems, and offering solutions to present to DOH/DOS, while maintaining consistency between the current site and long-term goals

Lime Gazelle Inc. Surprise, NY | 2005-2020

Owner/operator of a software development contractor/consultancy specializing in educational and marketing software for corporate welcome centers, training facilities, museum installations, interpretative centers, and online edutainment; collaborates with exhibit designers and media companies, offering them user experience consulting, rapid prototyping, programming, and technical oversight from purchasing phase through installation and ongoing technical support. Major projects include:

- **Princeton University** Technical lead for an exhibit featuring a touchscreen interactive and mobile app interpretive for the exhibit; *In Our Nation's Service | Woodrow Wilson Revisited*, a collaboration with Whirlwind Creative to address the controversy surrounding the Legacy of Woodrow Wilson. Built using *HTML5, CSS, KioWare Pro, Photoshop, MSWord, Excel, and Web Audio JavaScript add-ons*.
- **Hudson Yards** Consultant and Interface Programmer for several touchscreen exhibits at the Time Warner Center featuring the Related | Oxford planned development of the Hudson Yards Project in Midtown Manhattan. Built with *HTML, JavaScript, CSS, and KioWare Pro, etc.*
- **Duke Farms Foundation** Integrated touchscreen applications and digital signage for The Doris Duke Foundation's LEED Certified Interpretive Center in Hillsborough, NY. Built with *Illustrator, Photoshop, Premier, Director, etc.*
- **Amway/Alticor** Integrated touchscreen applications and digital signage for Amway's Corporate Welcome Center. Built with *Illustrator, Photoshop, Director and Flash Multi-Player Server* pulling content from an Excel driven custom built Content Management System.
- **Amway/TLC** All-in-one multi-lingual touchscreen video training system to support the continuing education and compliance of their sales force. Built with *Illustrator, Photoshop, Premier, Director and Flash*.
- **Nutriline** Interactive I-Wall Installation for The Nutrilite Institute Center for Optimal Health in Buena Park, CA. Built with *Illustrator, Photoshop, Director and Flash*.
- **Atlanta History Center** Digital decathlon game designed to reinforce exhibit content through competitive play. *Illustrator, Photoshop, Director and Flash Multi-Player Server*.
- **One More Story** Online literacy project where we converted dozens of classic children's books to web based interactive books with built in reading comprehension tests. *Flash, ActionScript, JavaScript, HTML, CSS, Photoshop, and Illustrator*.
- **Lime Gazelle Toy Stores** Greenville, NY | 2005-2011
Owner/operator of an educational toy store with locations in Greenville, Poughkeepsie, and as online shopping cart. Managed books, staff, inventory purchase, display design and shipping.
I created, operated, and maintained a custom Point-Of-Sale system using QuickBooks integrated with our custom online PHP shopping cart and in-house *MS SQL server*.

KathodeRay Media Inc. Greenville, NY | 2003-2012

VP of Operations, Director of Development for a marketing and communications firm who's clients included consumer and B2B websites, interactive exhibits, electronic books, and print media. Development tools included *HTML, CSS, PHP, MS SQL, AJAX, PHP, C-Panel, WordPress, Joomla, Drupal, Dreamweaver, Visual Source Safe, Flash, Director, InDesign, QuarkXPress, Illustrator, Photoshop, MS Word, Excel, Power Point, etc.*

Icon Medialab LB (Icon Nicholson, the NY Office Medialab Global | 1994-2003

Interactive Media Expert, Senior Information Architect, Art Director and Technical Lead for interactive projects, including museum kiosks, games, CD ROMs, ad banners campaigns, and consumer based and B2B web sites; winner of dozens of industry awards including, Cleo, Cannes, One Show, and numerous trade magazine acknowledgments. Represented the agency at several media conferences, presenting at SIGGRAPH 99, and facilitated Icon Media Lab's 2002 International Art Director's Conference in Aspen. As the Rich Media Competency Coach, I was involved in using, testing and reviewing all new software tools as they were release in beta form to recognized industry leading developers such as myself. Most of my production work was done *in HTML, Director, Flash, Morph, Fontographer* and other image manipulation, batch processing, and web related tools.

Assorted Freelance 1099 Work, New York, NY | 04/1991-07/1994

Freelance Consultant, trainer, and production work while attending graduate school—I started with temp work at Citibank's HR department, then I established my own primary clients base which included: J. Walter Thompson, Gitano Jeans, Ultimo Design, Romann & Tannenholtz, Rivera & Rivera, The Center for Advanced Whimsy, and NYU's Department of Applied Science. My role was to provide production expertise along with hardware and software tech support and staff training in all available Macintosh prepress packages, *Quark, PageMaker, Photoshop, Illustrator, etc.*

Enterprise Press, New York, NY | 06/1990-04/1991

Technical Manager for a start-up Pre-Press Service Bureau with graphics and training services. I was responsible for managing workflow and maintenance and operation of a Linotronic prepress printer to create film and camera-ready art from digital files for use on a four-color web press.

School of Visual Arts' Computer Art Lab, New York, NY | 1987-1990

Teaching Assistant and Lab Technician. Provided support in all commercial prepress and design software and maintained a local network of 48 advanced workstations.

National Audubon Society | Greenwich CT & Bremen ME | Summers 1884, 1985 & 1986

Ecology Workshop Nature Guide, Ecology/Wildlife Management and Maintenance Staff

TEACHING EXPERIENCE

Rensselaer Polytechnic Institute, Rensselaer NY | 09/2007-05/2008

Faculty: RPI Games and Simulation Arts and Sciences Program Curriculum: Game Mechanics

New York University, New York, NY | 09/2005-05/2007

Faculty: NYU SCPS Film, Technology and Design Dept. Curriculum: Game Design

School of Visual Arts, New York, NY | 1990-2005

Faculty: BFA & MFA Computer Art Department

Curriculum, including DTP, Interactive Programming, Game Design, and Thesis Projects

EDUCATION

School of Visual Arts, New York, NY

MFA: Human-Computer Interface Design and Interactive Programming, Senior Lab Technician in charge of Macintosh platform and network. Graduated with Honors 3.89 GPA | Class of 1994

School of Visual Arts, New York, NY

BFA: Photography, Awarded Solo Exhibition in Main Gallery 3.53 GPA | Class of 1989

SUNY Collage at Purchase, Purchase, NY

Art, Film, Ornithology, and Animal Behavior | 1984-1985

George School, Newtown, PA

High School Student Counseling, Varsity Sports | Class of 1984

Metropolitan Museum of Art, New York, NY

Museum Studies and Photographic Printing Internship | Summer 1983

Beijing Foreign Language Institute, Beijing, China

History and Language Studies | Spring 1983

American Institute for Foreign Study, Richmond College, London UK

Photographic Study, Darkroom Manager | Summer 1982

The Bruce Museum, Greenwich, CT

Saltwater Touch Tank Docent | Summer 1981

REFERENCES Additional references specific to employment roll are available upon request.

Leah Stone

General Dynamics Information Technology

Lead User Experience Analyst

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David Weisman

Moody's Investor Service

VP Experience Design – MIS Tech

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