

Susan Oslin

Senior UX Designer
susan@MMMcreative.com

Senior User Experience Designer, Citysearch.com

May 2010 to August 2012



- Applied practical knowledge of user-centered design principles and method standards to align user goals with business requirements and technical constraints to create satisfying user experiences.
- Conducted market research, competitive and heuristic analysis for benchmarking and trend analysis.
- Delivered high-fidelity wireframes to effectively communicate interaction design ideas.
- Designed, planned and built prototypes for iteration to validate interaction designs.
- Planned, conducted and analyzed usability tests to inform product design decisions.
- Reduced the number of login screens from 10 to 5 by moving the burden of certain logic off of the user to the underlying code.
- Uncovered a significant flaw in design in time to revise prior to final marketing launch of site redesign and increased user preference from 15% to 55%.
- Spearheaded the monthly Designer's Professional Development luncheons.
- Rallied for and garnered budget to implement continuous Customer Experience Management software across the site.
- Took the initiative to collaborate with the product owner in product design for the site redesign for sister company **Insider Pages**.

UI Developer / Designer

February 2008 to September 2010

Senior Front-end Developer (Contract), Cie Studios
 UI Developer (Contract), The Traffic Agency
 UX Designer/Developer (Contract), Nations Info
 Front-end Developer (Contract), Zag.com

March 2010 to May 2010
 September 2009 to March 2010
 February 2009 to August 2009
 February 2008 to September 2008



- Developed, enhanced and maintained scalable front-end architectures for enterprise level sites using OOP CSS; clean, semantic, accessible, cross-browser compatible mark-up; providing progressively enhanced interactions with JavaScript (jQuery, Mootools, Prototype and script.aculo.us).
- Championed for consistent use of design guidelines and code re-use to standardize user experience and functionality through the creation and documentation of coding standards, CSS style guides and site flows.
- Suggested innovations and improvement in the user experience of new and existing applications prior to development.
- Information architecture, user experience and visual design for site-wide form design and development of validation code for mitsubishi.com.
- Other technologies used include: Ajax; JSON; PHP; YUI; Blueprint and OO 960 grids; JIRA bug tracking and issue resolution; integration into a JavaEE environment using Eclipse IDE and Subversion source control.

Creative Principal / Founder, MMM Creative

Susan B. Komen for Kaleidoscope Consulting
 Emcore, Inc.
 Prime Advantage, LLC
 The Blumberg Estate Catalog and Gallery
 Welland Technology Group
 Bavar Law Group

January 2001 to December 2009

Crossroads Film and Merge Productions
 Toyota for Maritz
 Mochi Advertising
 Matel for Chase Design Group
 Resplendent Hope
 ECO Detail

Marketing & Brand Strategy
Project Management
Design <i>Interactive, Print</i>
Development <i>HTML/CSS/JS, ActionScript 2.0, ActionScript 3.0</i>

- Initiated brand strategy across all integrated marketing collateral designed and developed to ensure a holistic customer experience.
- Consulted with the VP's of Sales and Marketing to develop business strategy and brand messaging for various marketing campaigns using rich media and animation.
- Analyzed, proposed and implemented improvements to customer's existing sales funnels with the use of rich media, resulting in tangible sales results and improved customer experiences.
- Introduced the use of dynamic media and user engagement to enhance the user experience whenever possible and successfully launched a campaign to fight cancer with over 10,000 women joining the community.
- Video preparation and integration with AS2 and XML, real time and streaming using a Flash streaming server, variable quality streaming media via smil.
- Project managed and directed teams of up to 6, including designers, animators, developers and marketing strategists, to deliver on time and on target under tight project deadlines.
- Designed and developed numerous sites using HTML/CSS/JavaScript including: 100% CSS drop-down menus, componentized template system using YUI framework and PHP, secure online e-commerce transactions using PHP and Authorize.net.

Visual Effects Artist / Animator

Freelance Animator
 Animator, Warner Brothers Feature Animation
 EFX Animator, Walt Disney Feature Animation
 Technical Director, Metrolight Studios

June 1993 to December 2000

January 1999 to December 2000
 January 1997 to November 1998
 July 1995 to December 1996
 June 1993 to July 1995

Teaching Experience

Introduction to Web Design, Otis College of Art and Design Summer 2008
 LA Unified School District After School Animation Program for at-risk teenagers Summer 2003
 Motion Graphics with Adobe AfterEffects, Otis College of Art and Design Spring 2001 and Fall 2001

Education

Certificate: Management Development for Entrepreneurs, UCLA Anderson School of Business June 2007
 M.F.A. Candidate: Film/Video/Animation, USC School of Cinema-Television 1992/1993
 B.F.A. Graduate: Electronic Arts, University of Illinois School of Art and Design May 1991

Skills

	4 yrs.	UX: Omnigraffle, Axure, Morae, Visio, InDesign
	8 yrs.	Design: Illustrator, Photoshop, InDesign, Dreamweaver, Flash
	8 yrs.	UI Dev: HTML/CSS/JS (jQuery, Mootools, Prototype, script.aculo.us)
	4 yrs.	Application Dev: ActionScript, XML, JSON, PHP/MySQL
	6 yrs.	Motion Graphics: Flash, AfterEffects
	8 yrs.	Visual Effects: Maya, Houdini, Unix, C and GL

Combines conceptual and analytic thinking; capacity to see big picture, plan and implement details; can synthesize large amounts of information, document, diagram and present effectively to others.

Solid work processes, organization and use of best practices; looks for areas to develop and contribute to established processes and procedures.

Excellent interpersonal and communication skills: tremendous capacities to listen, synthesize, and relay powerfully to others; to receive and give direction.

Facilitates collaboration between all stake holders to ensure timely delivery of innovative user-centric solutions that problem solve business and brand objectives, as well as technical constraints.

Demonstrates leadership in team building and inspiring individuals to achieve their maximum potential; supports team members by setting them up to win, maintaining communication throughout the project, and being accountable for their results.

Professional Development

Adaptive Path, UX Intensive, Atlanta, GA, October 2012

IxDA local chapter planning committee, LA UX Meetup, UX Book Club, LA UXPA, 2009 to present

LA Flash User Group, 2003 to 2009

AIGA LA, Director: Special Projects 2008, Director: Professional Development 2007

SoCal American Marketing Association Board Member, 2005 to 2007

Adobe Certified Designer – Flash MX 2004, 2005

Landmark Education leadership training, 2004 to 2008

SIGGRAPH conference attendee, 1990 to 1996

Work Samples

<http://mmmcreative.com/UXsamples/>

<http://mmmcreative/zagusabilitystudy/>

<http://mmmcreative.com> (included to provide context only of previous work at MMM Creative)

Citysearch.com: citysearch.com

(customer only access sites: myaccount.citysearch.com, developer.citygridmedia.com)

Cie Studios: scionowners.com, tirebuyer.com, postrelease.com

The Traffic Agency: mitsubishi.com

Nations Info: ultraforeclosures.com

Zag.com: zag.com, amexnetwork.zag.com, bpmotorclub.zag.com, libertymutual.zag.com, driveyourdream.com

(member only access sites: Progressive Auto Insurance, Parenting Magazine, AAA Mid-Atlantic and AAA Tidewater)

References available upon request