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## **Nina Eleanor Alter**

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## **User Experience Design**

### **Professional**

**studio.bigwheel LLC** San Francisco, CA  
May 2007 - Present

Sole Proprietorship, practicing Information Architecture, Interaction Design, and occasionally Visual Design. Spinning emotive, intuitive, and usable experiences for humans through device interfaces, online, and in print, since 1995.

Clients include: Clients include: AKQA, Publicis Modem, Palm Inc., Spinn3r.

**Get Satisfaction, Inc.** San Francisco, CA  
December 2009 - February 2010

#### **User Experience Lead**

Bringing Satisfaction to the User Experience of a nitrus-fueled startup, that fosters the human side of customer service through community.

**Yahoo! Inc.** Sunnyvale, CA  
March 2005 - March 2007

#### **Senior Visual Designer, hybrid Interaction/Visual designer**

Senior Visual Designer working with the Yahoo! Platform UED team- specifically, with the Network Standards group. Previously, Senior Designer within the Yahoo! HotJobs UED team.

**America Online** Mountain View, CA  
March 2004 - October 2004

#### **Senior Visual Designer**

Worked within a brand-new visual design group, formed in Mountain View to compliment the team in Dulles, VA. Our task was to create a fresh look/feel for AOL's forthcoming broadband products; AMP and YGP were the two products I lead design efforts on. 8 Months into the duration of the team, it was dissolved in a company re-org.

**Creative Persuasion LLC** Berkeley, CA  
March 2004 - October 2004

#### **Art Director**

Design lead for a boutique litigation-consulting firm. Responsible for developing materials to present information-dense arguments, case-facts, and narratives, in an absorptive fashion to median 8th-grade educated jurors. Additionally responsible for hiring, directing, and working with freelance creatives, and with creating Creative Persuasion's website.

**Nuka Design** San Francisco, CA  
December 1995 - 2002ish

#### **Freelance design DBA**

Clients included: San Francisco Bar Association, Specialized Bicycles, Sessions Inc., Wired Magazine

**O'Neill Inc.** Santa Cruz, CA  
January 1999 - October 2000

**Senior Print Designer**

Worked on all print, packaging, and advertising needs for O'Neill sub-brands in the Snowboarding, Dive, and Women's Surf. Created all packaging and POP needs for Men's Surf, as well. Directed both domestic and overseas licensee companies in the development of their advertising and POP materials.

**Fox Racing Inc.** Morgan Hill, CA  
March 1999 - August 1999

**Senior Print Designer**

Part of Fox Design Group, a 20+ person team of IDSA industrial designers, graphic designers, apparel designers, and a separate pre- and post-production film team. Worked semi-independently on all print design and advertising needs for Shift MX, Fox's sub-brand that specialized in "Freeride" motocross apparel.

**\*surface Magazine** San Francisco, CA  
July 1995 - August 1996

**Art Director**

Brought on board to the skeleton-crew staff with their second color issue (yep, it used to be a black-and-white, uncoated tabloid!). Worked closely with the publishers and creative directors in re-directing the magazine to broaden readership internationally, and to target savvy and more educated domestic readers.

**Education**

**California College of Arts and Crafts** (*sadly renamed to CCA*) San Francisco, CA  
Attended 1992-97, 2001; degree confirmed Fall 2001

**BFA Graphic Design**

**Thesis:** "Playing God: Surveillance and the Social Psyche," presented Spring 1996.

**Awards:** Inclusion of Senior Thesis in the 1997-8 Catalog, 1996 All College Honors, 1994-6 "Concept" juried show inclusion.

**Et cetera**

**Professional Organizations**

IxDA · Interaction Design Association, SF Chapter.

BayCHI · Bay Area chapter of the ACM SIGCHI.

DorkBot · Guest curator. International organization of artists working with electronic media.  
Byline: "People doing strange things with electricity"

AWS · American Welding Society. I love to build things that work well & promote delight- so why limit the fun with building to ascii?

**Mischief**

**Survival Research Labs** San Francisco, CA  
July 2003 - Present

**Contributing Artist, Builder, Production Manager, Machine Operator, "Crew"**

Since its inception in 1978, SRL has operated as an organization of creative technicians dedicated to re-directing the techniques, tools, and tenets of industry, science, and the military away from their typical manifestations in practicality, product, or warfare. Performances consist of a unique set of ritualized interactions between machines, robots, and special effects devices.

**The Crucible** Oakland, CA  
April 2008 - Present

**Instructor in Youth Program workshops, Volunteer**

The Crucible is a non-profit educational facility that fosters a collaboration of Arts, Industry and Community. Through training in the fine and industrial arts, The Crucible promotes creative expression, reuse of materials and innovative design while serving as an accessible arts venue for the public.

**AIGA** San Francisco, CA  
2002 - 2005

**Active on the San Francisco chapter's Events Committee.**

**Worked collaboratively on event curation & planning, and day-of gettin' my hands dirty.**

AIGA, the professional association for design, stimulates thinking about design, demonstrates the value of design and empowers the success of designers at each stage of their careers. AIGA's mission is to advance designing as a professional craft, strategic tool and vital cultural force.

**Technical Proficiencies**

**Online + Interactive**

- Fluent in HTML, CSS, and ActionScript 1.0; Java, DHTML, and AJAX familiar; always an eager co-conspirator with engineers
- User-Centered Design & User Experience Design (yep, they're different) hybrid-practitioner and general fan-girl; what makes the user happy, makes the business happy!
- Versed in Localization best-practices, Community best-practices, Accessibility best-practices, Copywriting for UI best-practices
- Many years working with brands to connect customers to products, and to create memorable product experiences
- Strong attention to typography & grid-systems as key design elements, and to information design as requisite cognition-candy
- Team participant in multiple usability studies of all budgetary and practice varieties; frequent instigator of guerrilla-style informal usability testing, and a strong advocate of balancing design-vision with study-findings
- Experience providing guidance & direction to outsourced agencies, direction & mentorship to jr. designers, helping business owners realize the competitive power of design, and daily walking the delicate line between speaking-up & listening-up
- Versed in communicating design reqs to engineering teams in simple, comprehensive styleguides

**General Cubicle**

Adobe CS products, fluent; Mac OSX, Apple devotee for 20+ years; Windows Vista, familiar and fearful; Windows XP, fluent; Microsoft Office, capable. Years of experience working with teams overseas. DOS language- formerly fluent, since forgotten. Unix and Linux- everyone asks... so, nope, not a lick.

*No end in sight for love affair with butcher paper, markers and Post-It notes...*