

Overview of Skills

Multidisciplinary designer and UX strategist with a knack for getting underneath the symptoms to find the real problem a client is facing. Fifteen years of experience in communication design, from branding to packaging to comprehensive web design. Combine a high level of professionalism with a wicked sense of humor and a passion for human-focused design. Demonstrated ability to conceive, launch and manage business ventures from planning to marketing to daily operations—and coach others to do the same.

Core Expertise

UX Design and strategy
User research and interviews
Branding/positioning strategy
Design for Drupal
Working with startups
Sustainable print design
Writing and presenting

Fascinations

Professional: Lean/Agile UX, workflow and productivity systems, HTML5 and CSS3, open source technology, design thinking, eating behavior, social and cognitive psychology.
Personal: hand lettering, bookbinding, urban homesteading, community supported agriculture.

Tools

Axure RP, Balsamiq Mockups
HTML and CSS, including CSS3
Drupal and Wordpress
All Adobe Creative Suite programs, including Fireworks.
Working knowledge of MySQL, PHP and JQuery.

Selected Projects

Founder/Principal, the zen kitchen :: 2004 – present

- Created and ran an independent design studio providing strategic consulting, brand development, user experience strategy and web design.
- Specialized in working with progressive startups to understand their audience, focus their positioning and create highly integrated brand campaigns for print and web.
- Also worked with larger brands to extend product lines, update old code to web standards, prototype technology and integrate strategic UX into their development cycles.
- Tapped an extensive network of independent colleagues to create customized project teams based on the scope of each project. Teams ranged from just me and the client to 3–5 independent designers, copywriters and developers.
- Gave support to other designers and entrepreneurs via private mentoring, speaking engagements, writing, and studio internships.

Congregational Library of Boston :: Boston, MA :: 2012–present

Redesign and IA overhaul of existing Drupal website. Contributions include resource management, information architecture, user research and configuration/theming of Drupal 7 website in preparation for content migration.

Babson College :: Wellesley, MA :: 2011

Worked with Drupal development and Instructional Technology teams on a major piece of technology for the Fast Track MBA program. Contributions included user research, personas, user flows, wireframes and functional specifications in Axure RP, as well as prototyping functionality in Drupal Commons.

Traktek Partners :: Boston, MA :: 2011

Worked with design team on high-profile project for a large luxury travel brand in the Boston area. Contributions include scenarios, user flows and wireframes, as well as prototyping information architecture and functionality in Drupal 7. Facilitated conversations between the design and technical teams, and worked with project stakeholders to keep the overall vision on track.

Selected Clients include:

Congregational Library of Boston	Canonical/Ubuntu	Human Rights Campaign	Native American Natural Foods
Babson College	Cooper Perkins	Virgin HealthMiles	New Leaf Legal
Traktek Partners	DiMella Shaffer	Blue Cross/Blue Shield of Massachusetts	

Next page: publications, speaking, etc.

Community involvement, Speaking, Publications, etc.

Community

Design for Drupal :: 2008–present

Active voice for designers in the Drupal community. Regular speaker at Boston's annual Design for Drupal Camp. Member of selection committee for 2011 Design for Drupal Camp.

Downtown Womens' Club :: Cambridge, MA :: 2009–2011

Created Cambridge chapter of national women's networking organization. Hosted a monthly networking event in Harvard Square.

Teaching & Speaking

BU Center for Digital Imaging :: Waltham, MA :: 2012

Developed and led Drupal design workshop for CDIA students.

O'Reilly Webcast :: Online :: 2012

Presentation: "Bringing strategic UX to Drupal projects"

American Marketing Association :: Boston, MA :: 2012

Panel discussion on user experience.

O'Reilly Webcast :: Online :: 2011

Presentation: "How to talk to clients about Drupal"

Drupal CZ :: Prague, Czech Republic :: 2011

Presentation on research for upcoming *Drupal for Designers* book; discussion of issues designers commonly face in Drupal projects.

Design for Drupal Camp :: Boston, MA :: 2009 – 2010

Presentation (2010): "Site planning: letting user experience guide Drupal Workflow"

Presentation (2009): "Lessons learned from stumbling through a first Drupal site"

Stonehill College :: Boston, MA :: 2009

Guest lecture on brand strategy and web design for MBA Communications class.

Presentation: "What makes design sustainable?"

Books

Definitive Guide to Drupal 7 :: Apress :: 2011

Contributed several foundational chapters on Drupal basics, setting up a local development environment (Mac),

Drupal for Designers series :: O'Reilly :: 2011

Writing a series of designer-friendly guides to Drupal, to be released as a print edition in 2012.

First edition, *Planning and Managing Drupal Projects*, released in September 2011. Additional guides include *Design and Prototyping for Drupal* (December 2011) and *Developer Tricks for Designers* (January/February 2012).

Publications

Featured Article :: *Can a CSA Model Work for Restaurants?*, Edible Boston

Featured Work :: *Big Book of Green Design*, Crescent Hill Publishers

Featured Interview :: *HOW Magazine*, article on sustainable design

Featured Interview :: *Savvy Girl's Guide to Social Media*

Featured Work :: *Logo Lounge III*, Rockport Publishers

Education

Bachelor of Arts :: Lesley University, Cambridge MA (2012) :: *Design/Business*

Certificate :: Katharine Gibbs, Providence RI :: *Interactive Media and Web Design*

References available upon request