Katie Reifman

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SUMMARY:
- Information Architect and User Experience Designer for award-winning agencies on large-scale digital products and services.
- Over 10 years professional experience in every aspect of interaction design, including investigation, research, usability testing, site maps, functional specs, wireframes, and process flows, with ability to code and prototype.
- Special expertise in working with financial services and healthcare clients.
- Teaching experience in all areas of interactive media at the college level.

SKILLS:

Computer Languages/Coding	HTML, CSS, JavaScript, jQuery, XML, PHP, MySQL, and ASP
Applications	Visio, Microsoft Office, Axure, Omnigraffle, Photoshop, Illustrator, InDesign, Dreamweaver, Flash, and Flex

PROFESSIONAL EXPERIENCE:

Multiple Projects, New York, NY   *1998 – Continuing*
Online and interactive projects, including:
- **Havas Worldwide** – various health related projects, and redesign and usability analysis of **IBM** projects
- **Siegel + Gale** – redesign and rebranding of major computer hardware and software company
- **2008 Webby-honored site for Harvard University** – Redesign the interface and information architecture of a content rich site for Kennedy School of Government's Belfer Center for Science and International Affairs
- **New York University's Bobst Library** – Design and implement online tutorial

Saatchi Health Care   *February 2009 – November 2009*
Senior Information Architect: Collaboration with account, creative, and business strategy team members to define information architecture of web sites. Generate site maps and wireframe page schematics.
- Present unique design solutions to internal team members and clients.
- Conduct usability audits of newly built sites and perform quality-assurance reviews.
- Information architecture for multiple web sites: one which supports launch of newly approved medication for Sanofi-Aventis and two community-oriented sites for Acorda.

Ogilvy Interactive, New York, NY   *November 2007 – July 2008*
Senior Information Architect:
- Define the information architecture for complete redesign of the consumer-facing web site for Jackson National Life Insurance Company (over $82 billion in assets).
- Architect internal site for Jackson's financial advisors to support complex financial transactions, including fund trading and account management.
    - Gather requirements through interviews with key stakeholders and financial professionals.
    - Develop use cases, wireframes and prototypes.
    - Revise specification documents based on prioritized user feedback.

Morgan Stanley, New York, NY   *March 2004 – May 2007*
User Experience Designer:
- Design enterprise systems.
- Generate wireframe page schematics, paper prototypes and html prototypes, as well as other documentation. Conduct usability analyses on web sites and software applications.
- Projects include:
    - Knowledge management systems
    - Change management systems
    - Systems in support of IPO offerings
    - Team member, award-winning computer based market simulation game
    - Interface design of the Google Stock Options Auction Site

US Web/CKS (marchFIRST), New York, NY   *December 1999 – May 2001*
 Senior Information Architect
- Redesign multiple sites for Ziff Davis: development of content management strategy, creation of online community, and integration of seven sites into one cohesive system. Lead team of architects, working closely with marchFIRST technology team, Vignette team, and online editors
- Redesign the information architecture for a large online entertainment and ecommerce site. Lead effort to merge multiple accounts into single account system
- Lead Voice XML Research and Development Team. Design financial services application for Voice XML, coordinate prototype creation, and present work company-wide
- Information architecture for award winning launch of Saksfifthavenue.com ("Addy" and "Broadcasting Design Industry" awards)

TEACHING
Adjunct Professor, **BMCC, CUNY** New York, NY   *2012 – 2014*
- Intro to Web Design
- Advanced Web Design
- Intro to Media
- Intro to Digital Design
- JavaScript

Adjunct Professor, **Parsons School of Design** (The New School) and **New York University**, New York, NY *1998 – 2013*
- Usability and Information Architecture class at NYU SCPS
- Core classes for certificate program in Graphic Design and Digital Design at Parsons School of Design
- Information Architecture class at Tisch Graduate School of NYU
- Web Design at Parsons School of Design

EDUCATION
New York University,
Tisch School of the Arts
New York, New York
Masters in Interactive Telecommunication

- Graduated with honors: Award for Pioneering Work in Interactive Media
- Lew Wasserman Scholarship Award

University of Michigan,
Residential College
Ann Arbor, Michigan
B.A., Drama

- Founding member, RC Players

Additional Coursework at:
Pratt Institute, Parsons School of Design, and
Baruch College
New York, New York

- C
- Java
- Flash
- Photoshop
- Illustrator

Languages   Read, write and speak French; taught French at college level
ITP Camp All-Star