

george hayes T

Education

Candidate for Masters of Information

Management and Systems, May 2011

Focus in HCI, Interaction Design
& Information System Design
University of California, Berkeley
School of Information

Bachelors in Psychology, May 2007

Minor in Fine Arts/ Photography
University of Pennsylvania
College of Arts and Sciences
Mayor's Scholar

Portfolio

georgethayes.com

Design/ Research Methods

Site Maps
Wireframes
Prototyping
Heuristic Evaluation
Usability Testing
Focus Groups
Survey Design
Card Sorting
Personas
Competitive Analysis
Statistical Analysis

Tools

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Microsoft Visio
Arduino/ Processing
HTML/ Javascript
Python
SPSS

Professional Groups

ACM
IxDA/ IxDA San Francisco
Sig CHI/ Bay CHI/ Philly CHI

Contact

215-820-8709
ghayes@ischool.berkeley.edu

Experience

User Experience Designer

Freelance/ USA (Berkeley, CA & Philadelphia, PA)

01.08- Present

Design applications and websites for clients according to usability best practices. Balance the considerations of design, development, business requirements and user needs.

User Experience Architect

Neiman Group/ Philadelphia, PA

11.08- 04.09

Restructured the Department of Revenue's website for the state of Pennsylvania. Conducted user testing, created scenarios and personas for the Pennsylvania Department of Transportation.

Information Architect/ User Experience Specialist

eCity Interactive/ Philadelphia, PA

02.08- 11.08

Created improved user experiences for varied websites, from ecommerce for Comcast to an intranet for Children's Hospital of Pennsylvania. Formed usability best practices based on user testing, analytics and research.

Research Associate

TargetRX/ Horsham, PA

06.07- 01.08

Analyzed marketing material for major pharmaceutical brands by comparing visual trends to a physician attitudinal rating system. Validated findings through statistical analysis and prototyped new marketing material.

Research Assistant

Temple University Psychology Department/ Philadelphia, PA

08.06- 05.07

Studied methods and techniques used to research in Industrial/ Organizational Psychology. Worked on independent study in the field of Human Computer Interaction, researching the effects of social networking profiles on virtual negotiation.

Scientific Photographer

University of Pennsylvania Geology Department/ Philadelphia, PA

09.06- 05.07

Photographed geologic specimen for both publication and classroom use. Staff Photographer for Geology Department at excavations and other events.