
AYNNEVALENCIA

WWW.AVALEN.COM

WHO

Seasoned web and software designer, strong communication and client skills. Extensive knowledge of interface design and interactive/internet technologies and the ability to create compelling, appropriate design, and most importantly, the ability to think strategically and solve design problems.

My experience includes designing for web-based applications, content web sites, portable devices and software applications. I works with project stakeholders to gain an understanding of project drivers to meet their expectations.

- + Defining requirements & features
- + Evangelizing and promoting design to team
- + Establishing work-flow diagrams and map tasks
- + Creating visual design comps
- + Designing wire frames
- + Consolidating these ideas into prototypes

WHAT

I am seeking opportunities in non-screen based interaction design. The nebulous area between people interacting with space and computer-related devices and information. Mobile, experimental interface design, touch-screen, kiosk based design and designing for interactions that are not strictly web or software based.

HOW

Evangelizing and promoting design to team, Establishing work-flow diagrams and map tasks - Creating visual design comps - Designing wire frames - Consolidating these ideas into prototypes. Product design, information design, prototypes, user interface design, Photoshop, Visio, Illustrator, basic Flash, Advanced PowerPoint, Dream weaver

WHERE

07.2006 – Present

Independent User Experience Design Consultant

- + Interaction design on a consumer-based application for a well-known Japanese toy company
- + User Experience design for a personalization product for AOL (America Online Inc.)
- + Information and visual design – eBay Inc.
- + Interaction and information design – Bank of America

06.2005 –07.2006

Yahoo! Inc.

User Experience Design | Yahoo! Groups

User experience for Yahoo! Groups.

02.2005 – 05.2005

Microsoft

Product Designer | MSN Messenger

Worked with team to direct user experience features for 11.0 release.

10.2004 - 02.2005

Getty Images

Contract Designer | Getty Images

Designed a search module for delivery to partner sites.

09.2003 – 10.2004

Microsoft Surface

Contract Product Designer III | Microsoft New Consumer Products, Microsoft Hardware Team
Determining physical input and interaction models for a new consumer product concept now publicly known as Surface. Designed the shell design for the product demonstration and designed applications used for testing gesture input methods. Participated in user research efforts including comprehensive ethnographic studies. And designed music player functionality.

Product Designer | Microsoft Hardware User Interface

Drove the interaction and visual design of new services/applications that will ship with a new wireless home networking product. Lead the project team to define the core set of possible features, services and prioritize their development. Worked with product planning to define and evaluate potential partners.

03.2001 - 09.2003

Microsoft

Designer, Microsoft | Microsoft Consulting Services, Application Development

Consultant and user experience design specialist for the Microsoft Consulting application development team.

HIGHLIGHTS

- + Lead User Experience Designer
 - + Lead design research and design efforts for two large-scale desktop applications for customer support centers of Wachovia bank and Verizon.
 - + Lead User Experience Designer
- Design exploration and research for clinical trials and clinical intake application using Tablet PC platform

08.1999 - 03.2001

Luminant Worldwide formerly Interactive 8

Senior Designer / Art Director, Luminant Worldwide | Creative Department

Design for advertising, web sites, brand identity and CD-Rom presentations. Reported directly to the Creative Director and served as primary creative contact for clients. This included heavy interaction with designers, developers and project managers. Assisted in Creative pitches and worked extensively with creative strategy. Managed a small design team including project budgets and produced creative documentation.

HIGHLIGHTS:

- + Art Direction for several photo shoots, product and lifestyle
- + Visual design and information architecture for two financial websites and two Mattel products
- + Lead Visual design for Accenture's "Now it gets interesting" online marketing campaign

1997-1999

Charles Schwab and Co, Inc.

Web Developer | Electronic Brokerage Technology

A member of a small team that was responsible for production and design of the corporate extranet site. The position required working closely with change management, software

development and QA departments as well as internal business clients for implementation and completion of web-related projects, under fast paced workload and tight deadlines. Developed /maintained in JavaScript and HTML and handled graphic production and information design.
HIGHLIGHTS:

- + Excellence in Service Award, 1997, 1998 Charles Schwab and Co., Inc
- + Award for Redesign Team I Project Barracuda 1998

EDUCATION

In progress:

California College of Art, San Francisco

Completed:

California State University, San Bernardino. Art History, New Media Studies

Fashion Institute of Design Graphic Design.

CONTINUING EDUCATION

Summer 2007

Domus Academy, Milan Italy (Formerly IDI, Ivrea)

Design for Tangible Electronic Tools

Workshop and intensive course on design of innovative consumer electronic tools in the context of mobility (Ubiquitous computing, mobile phone, locative media etc.), considering both tangible qualities (physical manipulation, gestures, etc) and immaterial interactions with social networking functions and services

COMPLETED:

Flash prototyping, School of Visual Arts, Seattle WA

Design for PDA and Mobile devices. Microsoft, Redmond WA

The Future of the Web Information Seattle WA

Design Interaction Design Theory and Methodology Consulting Skills, Microsoft, Redmond WA

Localization and the Web Course, CHI 2003

Microsoft Frameworks Course, Microsoft, Redmond WA

Advanced XML, San Francisco, CA

Identity Design, California College of Art, San Francisco

AFFILIATIONS: ACM: Experience Design, AIGA