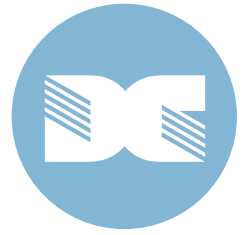


JOY SUTHIGOSEEYA

UX / INTERACTION DESIGN



“ I specialize in user experience and digital media with a masters in Interactive Media from the University of the Arts London, London College of Communication. Currently looking to bolster my career as an Experience Architect with an emphasis on user-centred design, mobile/tablet technologies, strategy, and visual design. ”

SKILLS

User Experience / Interaction Design

User research, concept development, personas, storyboards, user journeys, site maps, UX specs, task flows, wireframes, prototypes (high & low fidelity), mobile apps, visual design, agile and waterfall methodologies

Usability

User-centred research, contextual inquiry, ethnographic study, surveys, questionnaires, heuristic evaluation, individual interviews, statistical analysis, usability testing

Graphic Design

Art direction, typography, illustration, branding, logo design, pre-press and print production, 4 color and spot color processes, copywriting

Technology and Tools

Adobe Creative Suite, Omnigraffle, Axure, Flash, After Effects, HTML + CSS, Microsoft Office Suite, iWorks, Arduino, Processing

To see my work
please visit my
portfolio site at:

designchick.net

GET IN TOUCH



EMAIL
joy@designchick.net



PHONE
Please e-mail



CURRENT LOCATION
London, UK

EDUCATION

UAL: London College of Communication

2011 MA in Interactive Media, Merit

City College of San Francisco

2009 Flash Animation, Action Scripting 3.0

University of Illinois in Chicago

1998 BFA in Graphic Arts

GROUP ART SHOWS

2010 Thai American for Future Group Show

THAI CONSULATE, Chicago

2007 Best Friends Forever Group Show

SPACE GALLERY, San Francisco

2007 Stickers and Stencils Group Show

SPACE GALLERY, San Francisco

2007 Sketchbook Tuesdays

111 MINNA GALLERY San Francisco, Live Guest Artist

2007 Corner Store Group Show

FRANKENART MART, San Francisco

2007 International Cut & Paste competition

Shortlisted for test rounds in the International Cut and Paste competition in San Francisco



EXPERIENCE

USA

MAR 2014-JUL 2014

Contract Experience Architect

CRITICAL MASS, Chicago IL

UX consultation and planning support for implementing USAA's longterm digital strategy towards improving the current omni-channel experience for USAA customers.

Clients: *USAA, Moen, Miami Travel & Tourism*

2001-2012

Freelance Art Director and Designer

DESIGNCHICK.NET, Everywhere

Commissioned on a broad range of projects including logo, print and web design. Duties include brand consulting, art direction, visual design, package design, environmental signage, copywriting, information architecture, print production and management, and vendor sourcing.

Clients: *Purity.Organic, McGraw Hill Publishing, Blue Shield of California, Landmark Forums*

2009-2010

Web and Interactive Designer

EXTRACTABLE.COM, San Francisco CA

A digital design agency specialising in creating and maintaining websites, applications, social and mobile experiences. A client facing role primarily doing UI design and working with front-end developers to optimise user experience.

Clients: *Netgear, Safeway, IHS Inc., Red Prairie, Océ, Nevada State Bank*

2005-2006

In-house Design Director

FLAVORS YOU CRAVE, San Francisco CA

Solely in charge of all graphic and marketing communications for 5 separate restaurants in San Francisco. Liasoned with general managers to provide creative support for all marketing needs. Projects ranged from identity and logo design to posters and advertising as well as websites maintenance and web design.

References available upon request.

UK

▶ ◀ DEC 2012- SEP 2014

Contract UX/Interaction Designer

VARIOUS: NIMBLETANK, MRM-METEORITE, SIDEKICK STUDIOS, EE, START JUDGE GILL, FOUNDED, INENSU, London UK

UX design for various commercial projects, from consultation to concept development, high-level & detailed documentation, and interaction design.

▶ ◀ **Clients:** *Barclays, Adidas, Intel, Vauxhall, T-mobile, Orange digital, Everything Everywhere, Electrolux, Ovo Energy, Garage magazine*

◀ ▶ SEP 2013-DEC 2013

Experience Architect

SOMEONE/ELSE, London UK

UX consultation and service design for start-ups and foreign governmental agencies on projects spanning from responsive web to innovative payment systems and peer sourced knowledge sharing via SMS.

▶ ◀ **Clients:** *Schvabe, Kret, WeFarm, Zapp*

◀ ▶ FEB 2012 - OCT 2012

Jr. UX Designer

ALLOFUS.COM, London UK

A multi-disciplinary interactive design consultancy within the McCann London network. Designed user experiences for touchscreen apps, interactive installations and websites.

▶ ◀ **Clients:** *IKEA, Hooply, Teva, Yota, Qatar National Museum, Capco Properties, Coolmore*

◀ ▶ SEP 2010-SEP 2011

MA Studies in Interactive Media

UAL: LONDON COLLEGE OF COMMUNICATION, London UK

The course focused on current industry practice combining theory and practice, and covered concept development, user-centred design, usability, human-computer interaction theory, sustainability, interactive narrative and art.

INTERESTS

Music, art, all design, fashion, food, museums, travel, memes, blogging, humour, photography, dance, gaming, research, science, philosophy, psychology, crafts, and pretty much anything else under the sun. A quintessential nerd.

FUN STUFF



TUMBLRS
designchick.tumblr.com
uxcidental.tumblr.com



TWITTER
@designchick



PINTEREST
pinterest.com/designchickadee