

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