Suzanne L. Sturm | 404.242.9095 | the9thmuse@gmail.com | Portfolio: www.9thmuse.me

SUMMARY

- Pioneered UI, UX & Website Design for over 27 years
- Developed high end media-rich websites using Digital First standards and responsive design
- Defined business, technical, and end user demographics, needs and analysis
- Gathered Business Requirements and identify technological constraints
- Experienced in full website design, architecture and development lifecycle using Agile, ADDIE & various design methods
- Managed projects from concept to implementation in a global environment
- Invented personas, scenarios, storyboards, wireframes, and flow diagrams
- Consulted with senior executives on IT industry trends and futures
- Created executive presentations, ad campaigns and Investor reports
- Worked in Corporate, State & Federal Government with Public Trust Clearance

Core Competencies: Digital First Web Design & Development, Responsive, Iterative & Incremental Design; User Experience (UX), Interactive Scenario Simulations, Rapid Prototype Development, Wireframes, Mock-Ups, Human Factors, HCI, Instructional Design, Information Architecture & Mapping, E-learning, Instructional Systems Design (ISD), Branding, QA

EDUCATION

George Washington University | Masters: Educational Technology Leadership | Washington D.C. *–in progress*
Georgia State University | Bachelor of Arts Degree: Film & Journalism | Atlanta, GA
Art Institute of Atlanta | Associates Degree: Multimedia | Atlanta, GA

CERTIFICATIONS

HIPAA and HITECH Privacy for Business Associates, EU Privacy and Data Security, Security Awareness | Liaison HIPAA, Public Health | Emory University

TECHNICAL QUALIFICATIONS

Manage: Multiple teams in a global environment, Large scale projects, 3rd party vendors
Research: Target Audience, Industry Trends, Human Factors, Blooms Taxonomy, Behavioral Concepts,
Analyze: Task Analysis; Workflow Analysis: Information Flow Diagrams, Wire Framing
Usability: UI Best Practices; Usability Testing, Learning Theory, User Experience (UX), Cross Browser & Platform Testing
Process Improvement: Scrum; Iterative Reporting, Agile Methodologies, Wireframes, Strategic Navigation
Courseware: ETL, Curriculum Development, Content Awareness, Interactive Scenario Simulations
Define: Requirements; User Stories; Personas; Scenarios: User Flows, Mock Ups
User Experience Design: Information Architecture; Storyboards; Prototypes; Site Maps; Wireframes; Layouts
Software: Invision, Sketch, Camtasia, Adobe Creative Suite: PhotoShop, Illustrator, Premiere, After Effects, Captivate, Final Cut Pro, Balsamique, Pro Tools, Microsoft Office, Power Point, Javascript, Jquery, Bootstrap, HTML5, XML, Subversion, CSS3, SCORM, Section 508, WCAG Accessibility, Wordpress, Magento, Drupal, Esri, Google Maps & Analytics

PROFESSIONAL EXPERIENCE

02/18 – Present | Senior Principal Website Designer | Peraton / Northrop Grumman / Center for Disease Control (CDC)

WordPress, HTML, CSS, JavaScript, Adobe Campaign, SiteImprove

- Develop, Design and maintain 40 micro – sites for CDC Office of Communications (OC)
- Perform QA reviews and testing for Federal compliance, 508 approval, and clearance
- Create Quarterly/Director Newsletters in Adobe Campaign for 1.4 million subscribers
- Invented Award winning Digital First Design Surveillance Reports used as a model for other divisions

10/2017 – 01/18 | Instructional Designer | Boston Consulting Group
Camtasia, OneNote, Trello, Slack, Egnyte, WebEx

- Create SoftwareTraining Videos for Global Learning and Development Division
- Launch a new software Pilot for virtual teams to teach them how to collaborate more effectively
- Conduct user research and create personas to identify learning gaps
- Create learning and marketing material for user groups to learn more about the tools

03/16 – 09/17 | UX Engineer | XPO Logistics
Bootstrap, HTML5, CSS3, Sketch, Invision, Craft

- Re-brand Multi-National chain to one standard corporate ID
- Work with Product team to transform their ideas into pixel perfect graphics in Sketch
- Create high fidelity prototypes using Craft and Invision to test user flows and share with various teams
- Build a presentation site in HTML5 and CSS3 to display a common core Component library
- Work with off – shore teams in India with both code and visual design standards

04/14 – 12/15 | UI Design & Development | BlueRidge Industries

Jquery, CSS, HTML, Telerik, Kendo UI

- Re – Design existing site to fit modern CSS standards
- Update look & Feel & code to Html5 and CSS3 to match stakeholder vision

12/12 – 02/14 | Front End Developer | ProfitStars

Balsamique, Bootstrap, Jquery, CSS3, HTML5, Photoshop

- Convert banking software to web for core information processing solutions
- Redesign products with multiple teams to process financial transactions, automate business processes, and manage mission – critical information supporting 1,500 banks
- Work with remote team in India as team lead for web design and conversion
- Define User Experience with Product Management Team in Web 2.0 best practices

06/12 – 11/12 | UI Design & Human Factors | Liaison Healthcare Technologies

HTML, CSS, Illustrator, Photoshop

- Human Factors / UI design for software development in Healthcare informatics
- Wireframe Concepts and User Experience for heavy back-end cloud technology
- Corporate Branding, Look, Feel, Logo Development for software products
- Design Interfaces in Adobe Photoshop & Illustrator for software implementation
- Usability Testing & Responsive Design

05/12 – 12/14 | Subject Matter Expert (SME) | Pearson Learning Solutions

Core Competencies:

- Review curriculum for Harrison College in Film, Video and Adobe CS5
- Edit content for accuracy
- Recommend learning material and activities

11/11 – 06/12 | UI Design/Developer | Center for Comprehensive Informatics (CCI) / Emory University

Jquery, CSS, HTML, Illustrator, Photoshop

- Mind-Map, Design and Develop software for analytical research in patient data
- Create branding/ Corporate ID for research tool
- Iterative development including scrum updates and rapid prototype design cycle
- Create Flash tutorial using captivate for software demonstration

06/09 – 11/11 | Chair, School of Drafting & Design | ITT Technical Institute

- Manage the schools of Construction Management, Computer Drafting & Design, Visual Communications and Multimedia
- Classroom Instruction: Adobe CS5 / Premiere / After Effects / InDesign / Distance Learning
- Develop and implement course outlines and syllabi
- Multimedia & Portfolio development with real world business partnerships

04/08 – 11/16 | Webmaster & UI Design & Development | DCOR

Magento, Drupal, JSP, CSS, HTML, Illustrator, Photoshop

- Completely redesign 2000-page government website to modern Web 2.0 standards.
- Maintain, Design & Develop Intranet for 120,000 state employees
- Oversee state of Georgia's public website
- Create wire frames for large scale redesign of intra and extranets

11/08 – 05/09 | Human Factors & UI Design | IHG

Flash, Flex, XML, Actionscript, DHTML, CSS, Illustrator, Photoshop

- Design & Develop Application for Intranet Green Engage project
- Create Flash animations and interactivity
- Invented a stream-lined data module for executive tasks
- Interactive prototyping and data visualization
- Design graphics for Public Relations in promoting events

09/08 – 11/08 | Instructional Designer / Courseware Developer | Scientific Atlanta/Cisco

Flash, Photoshop

- Research and gather data for IPTV courseware training
- Analyze and design storyboards for Interactive e-Learning
- Create e-learning modules in Captivate
- Meet with SME's and primary stakeholders to gather information
- Design wireframes and animations for SkillSoft development

10/07 – 10/08 | Senior Flash / Web Developer / Programmer | FourSpots

Linux, SVN, Flash, Flex, PHP, Ruby on Rails, JS, CSS, HTML, Illustrator, Photoshop

- Create interactive animations in Flash for online ads
- Implement Flash video for online streaming
- Program and Design web applications
- Streamline development for Web 2.0 and IPTV environment
- Design graphics for user interface
- Oversee team project for design context
- Design applications in Flex

08/06 – 11/08 | Chief of Multimedia & Instructional Design | Hampton Roads Technologies

Flash, Actionscript, HTML, CSS, Illustrator, Photoshop

- Instructional Design, Information mapping & Subject Matter Expert research
- Write proposals and cost sheets for large scale IMI projects
- Design and implement distance education courses for the DOD in Captivate
- Develop Curriculum and exercises for distance learning in Articulate
- Implement 3rd party vendors for strategic development and partnering
- Author Scenario Simulations in Flash for government training using Actionscript
- Create animations, audio, video and graphics for interactive scenarios
- Prototyping and Data Visualization

02/04 – 08/06 | Instructor | ITT Technical Institute

- Teaching courses in: Instructional Design, Information Architecture, Human Computer Interaction, Distance Education, Professional Development, 3D Studio Max, DreamWeaver, HTML, CSS, Javascipt, Photoshop, Illustrator, Premiere, After Effects, Flash, Actionscript, Director
- Develop and implement course curriculum, outlines and syllabi
- Create projects & portfolio to evaluate student performance

11/05 – 05/06 | Information Architect & UI Design | KnowledgeStorm

Flash, Actionscript, HTML, CSS, Illustrator, Photoshop

- Create wireframes for integrating partner sites content
- Information Mapping using ISD process
- Design print ad campaigns for internal marketing including tabloids, posters and presentations
- Invent CD labels for corporate seminars to include in company promo packet
- Create web banners and ads for driving traffic to partner sites
- Design User Interface for company intranet

05/04 – 11/05 | Media Arts Specialist | The Friends School of Atlanta

- Curriculum Development
- Instruct K-8th grade students in the computer lab
- Digitally Implement teachers curriculum
- Formulate lesson plans for Internet research and software packages for class projects
- Create Independent film in Final Cut Pro for NYC Film Festival

05/03 – 09/03 | Web / Flash Developer | Turner Network Television (TNT)

Flash, Actionscript, Illustrator, Photoshop

- Implement TNT internet projects for broadband in Flash
- Create artwork in Photoshop for projects
- Write/design story for online mystery game
- Create mystery game in Flash for online presentation
- Write copy for game dialogue

04/03 – 08/03 | Casting Director, Producer & Assistant Director for Television Pilot | GSU

Digital Arts Entertainment Laboratory

- Conduct casting calls and choose cast for characters
- Edit and direct script implementation during filming
- Write story copy & Edit film in Final Cut Pro

05/01 – 10/03 | Multimedia Specialist | Qwiz

Authorware, Photoshop

- Program software simulations in Authorware for CD Rom applications
- Create graphics with custom palettes in Photoshop & Illustrator
- Work with team of 9 developers in a multi – tasked and delegated environment

02/00 – 02/01 | Senior Web Design & Graphics Architect / Art Director | ClickChoice
HTML, CSS, Illustrator, Photoshop

- Design and Build Intranet Corporate ID for multiple application companies
- Manage development team for multiple web based projects and software development
- Create banner ads for Marketing campaigns
- Create and present quarterly reports to Investors and Executive Staff
- Create and edit copy for online information and content
- Re- design Web presence for multi-lingual functionality in ColdFusion
- Create Flash movies and effects for ad campaigns and presentations

01/00 – 04/00 | Instructor/Corporate Trainer | Emory University

- Instruct Emory staff in implementing a web presence on an Intranet system
- Create curriculum for teaching web design and authoring
- Teach coding principles and use of editors/coding for website design

11/99 – 01/00 | Web Designer & Programmer | E – Ketchum Enterprises

HTML, CSS, JS, Illustrator, Photoshop

- Design and implement interactive web sites and create animated effects
- Write and edit copy and content develoment

07/99 – 11/99 | Web Designer and Author | Real Web Pages at BellSouth
HTML, CSS, Photoshop

- Created over 75 websites for The Real Web Pages at BellSouth
- Design logos, graphics, layout, look and feel in Photoshop and Illustrator
- Write content for supplemental site information
- Build 3 to 4 page web sites for companies ads on the Real Web Pages at BellSouth using Flash, Dreamweaver and raw HTML coding
- Develop the Skillspath intranet site for employee learning

03/99 – 07/99 | Web Designer and Author | PVI Productions
HTML, CSS, Photoshop, Premiere, After Effects

- Design and build sitemaps, storyboards, graphics, logo and wireframes
- Design and build website from scratch

02/99 – 03/99 | HTML Programmer and Author | Formation Creative Media
HTML, CSS, Photoshop, Premiere, After Effects

- Develop web sites and templates using HTML from scratch
- Create Multimedia animations for sites

01/99 – 02/99 | Web Programmer and Designer | BreezeNet
HTML, CSS, Photoshop, Premiere, After Effects

- Design and build backgrounds, logos, and banner ads, with Search Engine Optimization (SEO)
- Update, fix and maintain changes to web sites.
- HTML coding from scratch and working with CGI and Javascript

01/98 – 01/99 | Senior Technical Analyst / Project Manager | Carlson Leisure Group
HTML, CSS, Illustrator, Photoshop, Authorware, Director

- Design and implement Intranet for National corporate communication.
- Project lead group of 5 in a web development team.
- Invented a system for submitting forms for new project development and devised a means through which to track the developmental process including an archival library
- Established relationships with outside vendors and researched alternatives saving company $100K
- Create Corporate CD for Interactive marketing (Authorware, Director)
- Re-design 2000 page travel site using strategic IA principles

01/97 – 04/00 | Web Designer / Multimedia Developer | Light Industries
HTML, CSS, JS, Illustrator, Photoshop, Premiere, After Effects

- Design/create websites, CD Roms and screen savers (Authorware, Director)
- Perform digital editing and special effects for videos and films.
- Design and create flyers, brochures and business cards for print.
- Create logos, phrases and graphics for ad campaigns and website
- Collaborate with outside vendors to institute ad campaign.
- Create banner ads and slogans for web promotion on different search engines.
- Develop storyboards and site maps for client-side Introduction and preparation