

Interaction Designer

Versatile, experienced professional with an unusually broad range of skills – equally comfortable discussing design, business, and technology – and a flair for attentive client service.

"... rare combination of artistic savvy and tech wizardry ..."

"... creative, patient and a great communicator ..."

"... seamless project from start to finish."

www.linkedin.com/in/jocelynbergen

CAPABILITIES **Interaction Design, User Experience Research, and Information Architecture:** Conduct interviews, analyze processes, assemble data, and apply findings to project goals. Create site architectures and task flows, while championing a user-centric approach based on business goals.

Project and Team Management: Start-to-finish project management for websites, social media, and email marketing. Extensive experience includes complex institutional projects.

Graphic Design and Production: Creative and expert in website design, redesign, expansion, and maintenance. Strong capabilities with visual design, color, photography, and typography.

Training and Presenting: Dedicated to training clients by providing step-by-step, empathetic instruction; an articulate presenter to teams and stakeholders.

SKILLS & TOOLS

- Mac and PC
- Wireframing and Data: Axure, Omnigraffle, InVision, Excel, Google Sheets
- Project Management Tools: Basecamp, Jira, Asana, Yammer, Zen Desktop
- Adobe Creative Suite: Photoshop, InDesign, Acrobat, Illustrator, Experience Designer
- Email Marketing: MailChimp, VerticalResponse, Constant Contact
- Social Media: Facebook, Twitter, Instagram, YouTube, Vimeo, Etsy, Pinterest
- Content Management System (CMS) administration, production, and management: Strong in WordPress, Drupal, and Expression Engine; experience with Joomla, Sitecore, AEM
- Website Creation and Editing: Light HTML, CSS, PHP, and JavaScript
- Other Software: Microsoft Office, iMovie, screencast software

EXPERIENCE **Tangible UX** www.tangible-ux.com San Francisco, CA 2013 - present
Interaction Designer and User Experience Researcher for user experience agency

Kindred www.kindredsf.com Mill Valley, CA 2011 – 2014
Digital and UX Producer for a digital branding and strategy agency

MIGHTYminnow www.mightyminnow.com Oakland, CA 2012 – 2013
Project Manager and Information Architect for a web agency focused on non-profits

HyperArts Web Design www.hyperarts.com Oakland, CA 2008 – 2013
Project Manager and Information Architect for website development

Zephyr Interactive LLC Berkeley, CA 2004 – Present

Web Project Manager, Information Architect, and Interaction / UX Designer

Sole owner since 2008 of a consultancy providing web design with a focus on project management; content and marketing strategy, analysis, charting, and creation of site architectures; graphic design of logotypes and look-and-feel for new and updated sites; application of branding guidelines; HTML and CSS coding with some JavaScript; cross-browser testing; and ongoing maintenance of text and graphics for multiple sites, including marketing campaigns and email newsletters. Manage all timelines and budgets. Hire and lead project teams. Clients served include dozens of businesses and organizations; list available on request.

Octavo Corporation www.octavo.com Oakland, CA 1998 – 2004

Web Manager

Developed and managed websites as a “one-person web team” for publisher of rare books in digital formats. Performed IA/UX work for Octavo’s ecommerce site, collaborating with developers and outside design firm on two complete redesigns, as well as for several internal websites, implementing interfaces to view digitally preserved works and metadata. Assisted editors in creating marketing materials for e-book published on CD. Maintained all ecommerce processes. Gave talks and product demonstrations to academic and retail audiences.

Adobe Systems, Inc. www.adobe.com San Jose, CA 1989 – 1998

Web Design Production Editor; Member of Typographic Staff

Helped create brand-new architecture for, and hand-coded and implemented major portions of, Adobe’s first commercial website. Worked with managing editor, interface designers, product managers, IT, legal department, and others to update and evolve website content. Previously as a member of the Typographic Staff and then a people manager, produced font software with proprietary tools; worked with original type designers; managed 4 type group employees.

EDUCATION University of California at Berkeley
BA, English and Fine Art

“Jocelyn and her team really understood my needs and developed simple, elegant and cost effective strategies to achieve the end result. We love Jocelyn ...”

Jocelyn Bergen 510-919-1693