

## CHAR EASTER

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Portfolio links. UX: <http://runchica.com/blog/?cat=68> | Interactive: [http://runchica.com/blog/?page\\_id=1489](http://runchica.com/blog/?page_id=1489)

**UX AND INTERACTIVE:** For over 15 years, I have created user-centered, interactive experiences, focusing on branded entertainment, museum interactives, and online learning. I am continually fascinated by how a story emotionally connects to an audience and technology's role in telling the story. With a master's in human-centered design, I am excited to take part in a field that is radically evolving human existence.

### SOFTWARE EXPERTISE

OmniGraffle ●●●●●      Balsamiq ●●●●●      InDesign ●●●●●      Photoshop ●●●●●  
Illustrator ●●●●●      Visio ●●●●●      HTML ●●●●●      Tableau (data viz) ●●●●●

### UX METHODS

HCI (principles) ●●●●●      Research ●●●●●      User Studies ●●●●●      IA (content hierarchies, etc.) ●●●●●  
Brainstorming ●●●●●      Prototyping ●●●●●      Analytics/SEO ●●●●●      UX (flow, wireframes) ●●●●●

### RELATED SKILLS

Story craft ●●●●●      Visual Design ●●●●●      Project Mgt. ●●●●●      Writing (creative and tech) ●●●●●  
Localization ●●●●●      Process ●●●●●      Branding ●●●●●      Testing ●●●●●

### ENVIRONMENTS

Museum ●●●●●      Social Media ●●●●●      Mobile ●●●●●      Web ●●●●●  
Game ●●●●●      Video ●●●●●

### GRADUATE WORK

- **Usability studies.** Part of a team project to study how personality types aligned with styles of advertising. Data collection via an online survey. Data analysis with SPSS. • Moderator for eye-tracking software testing. • Designed and conducted a baseline usability test for a design agency's website.
- **Research.** "Mobile User Experience" research group with Dr. Judith Ramey, UW. Researched Computer-Mediated Distraction Management. • Coauthored a usability study on the development of a blog + wiki, "bliki," to serve the needs of a homeschooling audience. • Coauthored a study on the role empirical research plays in the *Journal of Usability Studies*.

*Although not explicit in the titles in my work history, most of my roles required being an IA and UX designer. Also, I bring a breadth of knowledge to bridge all the disciplines informing the user experience.*

## WORK HISTORY

### **Run Chica** – Freelance (ongoing)

- UX Designer/IA: Project-based work for clients including Wong, Doody, Crandall, Wiener
- Curator for *Sociative's* 100% UX site featuring top stories on all UX topics ([ux.100pct.us](http://ux.100pct.us))
- Data reporting for *Daily Interactive Networks'* mobile app clients using Tableau software

### **WEATHERHEAD Experience Design**, Seattle (8/2010–1/2013)

Producer/Writer: WEATHERHEAD creates innovative, interactive media and museum exhibits. Currently, I am producing three interactives for the new permanent exhibit at the Museum of History and Industry (MOHAI). Involved in IA and UX from design through production.

### **MSN Branded Entertainment Experience Team (BEET)**, Seattle (contract - 1/2009–1/2010)

International Producer/Writer: Managed content for clients including Toyota, *Angels & Demons*, Subway, Folgers, and Walmart to create unique online experiences. The sites blended integrated marketing, knowledge-based engagement and Microsoft technologies.

### **MSN Branded Entertainment Experience Team**, Redmond (contract - 12/2006–1/2008)

International Producer/Writer: Working remotely and on-site with the London office, I oversaw content for all of the MSN international projects. My responsibilities included overseeing vendors, writers, copywriting, localization, process setup and design documentation. Clients: Visa, Kraft, Infinity, Xbox, Dove, Coca-Cola, Fanta, LeBron James, Philips, Nokia.

### **Microsoft**, Redmond (contract - 9/2005–5/2006)

Online Product Manager: Oversaw the development and refreshes for the 2007 Office systems preview site. The site's user-centered design was key to its success in exceeding user-download projections.

### **Toolhouse Design Company**, Bellingham (6/2003–1/2005)

UX Interactive Producer: Managed the QuickBooks trials for Intuit. Led the UX design and development of a custom online feedback and review system to manage the volume and complexity of client interactions. Clients: Intuit and Symantec.

### **Washington State History Museum**, Tacoma (freelance - 2003)

Co-Director/Writer, Independent: Teamed up with photographer Cheryle Easter to create "The Vanishing Logger," a multimedia exhibit on contemporary loggers. Contribution included UX, writing and producing online stories, interviews, text panels, and promotional material. <http://www.runchica.com/logger>

### **BuzzBee**, Seattle (contract - 3/2003–6/2003)

UX Producer: Led the design and development of a brand intranet site titled Creative Share for T-Mobile to promote consistency and transparency across campaigns. Designed an intranet site usability study that included interviews, a questionnaire, and a click-through prototype.

### **MetaStories**, Seattle (11/2000–10/2001)

Interactive Producer/Writer: Played a part in a software startup that produced interactive, rich-media templates built in Flash and XML. Role included creating IA documentation. Clients: discovery.com, The Gates Foundation.

### **Experience Music Project**, Seattle (contract - 12/1999–8/2000)

Creative Director/Producer: Produced three world-class museum kiosks. The electric guitar kiosk, a guitar-themed time machine, won a MUSE award from the American Association of Museums.

## AWARDS

Webby Award, LeBron/MSN for "Best Visual Design – Function" (Producer)

Digiday Publishing Awards, Subway "Fit to Boom" for "Best Digital Branded Content" (Producer)

MUSE Award 2001, kiosk. "Interpretation and Education in the Field of Science" American Association of Museums (CD/Producer)

## EDUCATION

University of Washington: Master's, Human-Centered Design & Engineering

University of Washington: Bachelor of Arts, English

University of Washington: Game Design

TheFilmSchool: Screenwriting

University of Washington: Certificate in Software Product Management

New School of Visual Concepts: Painting, Ad Concepts, Copywriting

References are available on request. See digital samples at <http://runchica.com/blog>

The two things I can't live without are my yoga mat and guitar.