



JP Collins

User Experience Designer

1255 Grove St. #204
San Francisco, CA 94117
Phone: 415-999-1359
email: jp@jpcuxd.com

User Experience Designer & Information Architect

Accomplished designer with over 10 years experience designing and describing: structure, flow and user interaction for online products, services and web sites.

Design and Communication Expertise

Concept Development
Flow Charts
Wire Frames
Prototyping
Persona Development & Scenarios
Information Architecture
Information Design
User Interface Design

Leadership Skills

Project Management
Client Consultation
Proposal Writing
Art Direction

Technology

Digital Design Tools:

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Omni Graffle
Visio

CMS Experience:

Plone
Typo3
WordPress

Experience: Self Employed Designer/Consultant

Pylon Studios - San Francisco, CA

2001- 2010

Designed, Produced and Executed client projects in the roll of: User Experience Designer, Information Architect, Graphic Designer, Project Manager and Consultant.

UX Designer

Blue & Gold Fleet - San Francisco, CA - web site and online ticketing system

Provided concept development, flow charts, wire frames and design comps to describe and document the web site structure and flow for Plone-based content management system. Additionally, provided interaction and interface design for online ticket sales system. Led team as project manager to coordinate site planning, graphic design, copy writing, and coding.

User Interface Designer

Apple Inc. - Cupertino, CA – Internal project

Part of contracting team directed by internal Apple project lead. Designed interface and look & feel of PHP, web-based booking and ordering tool for internal use. Conducted interviews as part of the research and testing. Worked with internal staff—the primary users of the system to streamline the workflow. Collaborated with project lead and contracting programmers and coders.

Information Architect/Project Lead

Savantis Group web site - San Francisco, CA

Provided site-wide architecture and page-level architecture as well as graphic design, and information design for Typo3-based content management-based web site. Led team as project manager to coordinate site planning, content design & development, SEO and coding.

Information Architect/Project Lead

HarperOne - San Francisco, CA Pass One On web site

Provided site-wide architecture and page-level architecture as well as graphic design, and information design for WordPress content management based web site. Coordinated with client and WordPress developer to manage the project.

Information Architect/Project Lead

Valencia Green web site - San Francisco, CA

Provided site-wide architecture and page-level architecture for Typo3-based content management web site. Led team as project manager to coordinate site planning, graphic design, content development, and coding.

Experience: Information Architect (Selected Projects)

Design and develop site-wide architecture (flow charts) and page-level architecture (wireframes) including content notation and interface elements.

Senior Information Architect

Fluid - San Francisco, CA

2000 - 2001

Developed site-wide architecture and page-level architecture as part of a multi-person information architect team for client web sites. Participated in persona development sessions. Attended client facing meetings with project team members.

Experience: User Experience (Selected Projects)

Assessed, organized and implemented content and concepts into clear, visual descriptions in the form of wireframes, flowcharts, look & feel and graphic treatment for user interfaces.

Director User Interface

Extension 11 - San Francisco, CA

1999 - 2000

Responsible for leading and actively participating in the concept, design, documentation and development of user interfaces for client web sites. Led team and mentored other designers through discussions and hands-on training in the areas of information design, interaction and user interface. Developed user flow charts and wire frames for client web sites. Additionally, worked with programmer staff to develop UML documents for internal use.

Senior Interface Designer

Zepher/Spyplane

1999

Collaborated with information architect, art director and graphic design staff. Established standards, semantic color palettes for web site navigation and controls. Designed user interfaces for client projects.

User Interface Designer

Barclays Global Investors - San Francisco, CA

1998

Redesigned layout, information and interaction for existing stock market tracking software by StockPoint as a component of the BGI web site. Repositioned controls and labels in order to see immediate effects on data in real-time stock market chart. This modification kept the chart and controls accessible to the user without the need to scroll down on low-resolution monitors.

Experience: Additional Internet Production (selected assignments)

Functioned as contractor or full time employee including positions as: HTML coder, production artist, designer and art director.

Vivid Studios – San Francisco, CA 1995, HTML coder; Clement Mok Design – San Francisco, CA 1995, HTML coder; CNET – San Francisco, CA 1996-1997, production artist; egreetings – San Francisco, CA 1999, art director.

Experience: Small Business Consultant

San Francisco Small Business Development Center - San Francisco, CA

2002 - present

Worked directly with SBDC clients through consulting, education, and producing site-wide architecture, and page-level architecture documents. Clients were able to use the documents to write copy and/or hand off to their web site designers for design and development. Clients came away with an understanding of how to plan a site to market their business and the value of a well-organized and easy to use web site.

Experience: Presentation and Communication

Contributes articles to Momentum Magazine, online media source: Sustainable Life Media and Pylon Page monthly email newsletter. Presented classes at the Small Business Administration Northern California regional office on the topics of: Internet Marketing, Email Marketing, Artists using the Web for Their Digital Portfolio and Starting a Consulting Business.

Education

San Francisco State University

B.A. in Art with emphasis in Conceptual Design and Painting Magna Cum Laude

Although the Conceptual Design department at San Francisco State University was part of the fine art program it provided a foundation in Information Design, User Experience and Interface Design through conceptual art practices combined with new technologies.

Projects and exercises included the practices of mapping, indexing, taxonomy, ontology, archiving and creating environments.

Other undergrad studies included: Cultural Anthropology, folk narrative and story telling, media critique and critical thinking.

Related Interests

Way-Finding Systems, Transit Maps, Typography, User-Centered Design, IDEO Brainstormer Methods, Paper Prototyping, the work of Edward Tufte, Donald Norman, Scott McCloud, Alan Cooper and William McDonough.