

PAUL AMSBARY

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EDUCATION:

Georgia Institute of Technology, Atlanta, GA · Master of Science in Digital Media, 2007

California Institute of the Arts, Santa Clarita, CA · Master of Fine Arts in Writing, 1999

EXPERIENCE:

Senior Interaction Designer · **Yahoo!**, Atlanta, GA · [12/2009-Present]

- Design solutions for the next generation of Yahoo! rich media products and convergence experiences including web, interactive television, iPad, and mobile applications.
- Lead interaction design throughout the entire product lifecycle, from initial explorations through final design deliverables such as use cases, task flows, user interface elements, and documenting detailed design specifications for development and QA.
- Define design strategy, project approach and scoping.

User Experience Designer · **Schematic**, Atlanta, GA · [7/2007-12/2009]

- Designed interaction-rich, user-centered solutions for web, touch-screen and mobile applications.
- Provided UX direction and created detailed IA documentation for clients including Dell, HSN, Coca-Cola, Comcast, Turner and The Library of Congress.
- Developed wireframes, personas, taxonomies, site maps, competitive analyses, strategy briefs, functional specifications and other deliverables.
- Lead and contributed to brainstorming and rapid concepting for client presentations and pitches.
- Conducted client-facing activities such as requirements gathering, feature evaluation, documentation review and concept presentation.

Publisher Engagement Specialist Intern · **Brightcove**, Cambridge MA · [Summer 2006]

- Designed player prototypes and presentations for clients and prospective clients.
- Designed and coordinated technology demonstrations for publishers, business development and publisher engagement leads.
- Developed syndication scenarios and collateral for content owners, affiliates and advertisers.
- Conducted competitive analysis research.

Educational Technologist · **Middlebury College** · Middlebury VT · [2001- 2005]

- Provided expertise, training and leadership on digital media in the curriculum including appropriate use of information technology. Designed, developed and updated digital curricular resources.
- Coordinated the production of digital projects for College's programs.
- Developed and taught methods for effective integration of digital media into curriculum.

Producer · **Digital Editions** · Middlebury VT · [1999-2005]

- Developed and produced promotional videos for small-business and education clients.

Gallery Director · **Miami University** · Oxford OH · [1995-1997]

- Creative and curatorial exhibition management for large public university Managed staff and annual budget and organized national outdoor sculpture competition.

SKILLS

Strong storyboarding, concepting, sketching for rapid ideation · Scenario and persona development · User research and usability testing techniques · Solid understanding of user interface design principles · Animated prototyping using Apple Keynote · Comfortable in client-facing role and fast-paced, innovative work environment · Extensive experience in translating concepts into visual representations · Designing for rich media applications on a variety of platforms and devices · Engaged in the study of interactive and marketing trends while maintaining a solid foundation of UX/IA best practices.

Software: Visio, OmniGraffle, Photoshop, Keynote, Flash