

Ruth Kaufman

User Experience & Interaction Design

<http://ruth-kaufman.com>

ruth@silentgravity.com

310.804.0004



Creative problem solving geared towards improving experiences between people and the digital products they interface with.

Background

- 15+ years experience designing user interfaces for everything from boutique to large-scale websites, software and mobile UT's - across a variety of industries spanning technology, entertainment, music and games.
- Education in industrial design provides a special sensitivity to the end user and how they interact with a digital product, providing for an analytical approach to the design process.
- Strong project and people skills, able to function as a project leader, working in a team or independently.

Skills

User Centered Design	Site Maps	Large & Complex Systems
Personas	Competitive Analysis	Interaction Specs
Wireframes	Workflows	UX Lead
Information Architecture	Design Strategy	Multi-Platform

Experience

Yahoo! Inc.

May 06 - Sept 14

UX Design Lead, Media

- Most recently, UX lead on special cross-company projects involving monetization, branded content, editorial tools and standardizing design across Yahoo!
- UX design lead for Yahoo! Shine - Yahoo!'s women's lifestyle vertical (including a large initiative for food), until it went in maintenance mode.
- Previously worked with various teams across the media group including music, news & finance, publishing tools, games, movies, TV and omg! (celebrity) as sr interaction designer and/or design lead.
- Daily interaction working closely with product managers, researchers, editors, other experience designers, visual designers, and engineers - both locally and remotely.
- Worked with business, sales, and editorial requirements to help concept, wireframe, create workflows and coordinate creative to improve current and create next generation features to delight our users.

Freelance

Oct 03 - present

UX / Information Architect

- Worked as both an on and off-site contractor to assist with workflow design, information architecture, wireframes and user interface design.
- Projects for companies including FlipGloss, Tree-Axis, 20th Century Fox, Frog Design, Orbik, Rexford Studios, Triple Scoop Music and industrial design firm Fugoo.

Razorfish

Aug 05 - Jun 06

Senior Information Architect

- Contractor as the experience lead on for several projects to assist in designing and developing user personas, site architectures, wireframes and user experience paths.
- Worked with designers, project managers, functional analysts and content strategists to develop superior design experiences for users as well as meet primary stakeholder requirements.
- Projects included Disney Youth Groups, California Wellbeing Institute and Ingram Micro.

Silent Gravity

Oct 02 - Mar 06

Partner, UI Designer

- Partner of a small design firm focused on providing high quality brand, user interface and website design.
- Functioned as the user experience "guru" of the team as well as visual designer and project manager.
- Created proposals, pitched new clients, and managed day-to-day client relationships.
- Projects included everything from corporate websites, software interaction design and touch screen user interface.
- Clients included companies such as Whole Foods Market, Harley-Davidson and Texas Highways Magazine.

Frog Design

Sept 97 - Nov 02

Senior Designer

- Moved up rapidly from entry-level out of school to senior designer in fairly short period of time.
- Involved in numerous web and software user interface projects – working directly with clients, managers, product designers and developers.
- Focus on up-front creative planning, design problem solving and specification documentation that translated design and usage into concrete building blocks for developers to implement from.
- Projects included 2+ year client engagement with i2 Technologies, The Newsmarket, Hoovers Online, Nissan car based UI, and Vtel videoconferencing UI.

Education

BS Design, Industrial Design

May 1997

Arizona State University

College of Architecture and Environmental Design

Minor Business Marketing

Semester Exchange

Fall 1996

Fachhochschule, International Design Program

Cologne, Germany

AA, Liberal Arts

May 1993

LA Pierce College

Los Angeles, California