

# Beth A. Wells

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## Experience

### iWin.com

Senior User Interface Design Lead, *October 2004 – Present*

Leading the redesign of the iWin.com brand, website ecommerce, the online gaming experience and download games UI. Responsible for the organization of art assets and establishment of design processes, as well as the training and mentoring of design staff.

- Designed new corporate identity for [iWin.com](http://iWin.com).
- Developed user flow and UI for new proprietary Shopping Cart ecommerce application.
- Organized the storage and maintenance of art assets and collaborated with team members to develop a system to track the process of publishing new games to the website.
- In the process of leading a complete redesign of iWin.com website look and feel and UX.
- Establishing design standards and styleguide for the implementation of design specifications.
- Develop information architecture and interaction design, website and in-game interface components, icons, Flash animations, and other visual design elements.
- Train and mentor UI design and production team members.

### Glare Studios

Director and Design Lead, *January 2001 – October 2004*

Responsible for the creation of user interface visual and interaction design and ensuring the consistent implementation of design specifications, as well as general business operations, client, project and team management, developing viable project goals, timelines and scheduling within budgeting constraints.

- Led interdisciplinary creative team in the development of web applications, online learning modules, websites, and webcasts for several organizations, including [Bank of America](http://Bank of America), U.S. Department of Health and Human Services Maternal and Child Health Bureau, UIC Medical Center, UIC School of Public Health, and the Assoc. of Maternal and Child Health Programs.
- Performed user tasks/goals analysis and contextual inquiries to determine conceptual models
- Led cognitive walkthroughs and heuristic evaluations of site architecture
- Produced flowcharts, storyboards and wireframes to illustrate usage scenarios and diagram screen flow using prototyping tools such as Photoshop, Illustrator, Visio, PowerPoint and Flash
- Conducted participatory design sessions utilizing card sorting and storytelling techniques to identify user goals, task flows and potential usability issues
- Produced low and high fidelity prototypes of websites and interactive applications for usability studies and client presentations
- Led client presentations of navigation models and interaction design prototypes
- Developed hand-coding of webpages (and hi-fi prototypes) in HTML/DHTML/CSS and JavaScript
- Championed complete redesign and January 2004 launch of the University of Illinois at Chicago (UIC) [School of Public Health website](http://School of Public Health website), implementing the iterative UCD lifecycle
- Designed and developed original website for the Forest Preserve District of Cook County, Illinois
- Other clients included Scott Foresman Educational Publishing (a division of Pearson Education), Nottingham Builders, Inc., Ungaretti & Harris law firm, HitEvents Inc., and Design Associates Inc.

### The Learning Company

Creative Director, *March 2000 – January 2001*

Responsible for the visual and interaction design for eLanguage, The Learning Company's foreign language learning division, developing a complete suite of online learning applications as part of the Learn To Speak foreign language educational cd-rom series.

- Led team of visual and interaction designers to develop interface design specification standards for eLanguage.com and for the complete suite of interactive learning modules.

- Collaborated with technology and learning specialist directors to develop strategies to meet product, marketing and business objectives, to identify needs requirements for new products, to establish iterative design workflow processes, and to define timelines and schedules.
- Created flowcharts, storyboards and wireframes to illustrate usage scenarios and diagram screen flow for new product features and produced low/high fidelity prototypes for usability studies utilizing prototyping tools such as Adobe Photoshop and Illustrator, Macromedia Flash, and Microsoft Visio
- Identified target audience characteristics to assist recruiting efforts for usability focus groups and ensure that appropriate tasks were incorporated into testing scenarios
- Developed information architecture and taxonomies for eLanguage.com portal and online learning module applications
- Produced documentation of interaction design specifications and functional specifications

## Glare Studios

Director and Design Lead, *January 1998 – March 2000*

Launched independent design consultancy in 1998. Produced completely redesigned website for the Chicago Park District. Led the design and development groups in the iterative UCD lifecycle and implementing newly available database technologies. Other clients include McKinsey & Company, the Chicago Tribune, DePaul University, Chicago Children's Museum, Comdisco, and Ingersoll-Rand.

## Bender, Browning, Dolby & Sanderson Advertising

Interactive Art Director , *August 1996 – January 1998*

Responsible for the art direction, design and development of print collateral and websites for Allegiance Healthcare, Amoco Chemicals, Schlage, and Ingersoll-Rand. Interfaced with clients as well as managed web design and development team, led internal direction of projects, produced design briefs, project timelines and led client presentations at project milestones.

## Lightstream Inc.

Art Director, *October 1994 – June 1996*

Produced design, photography art direction and set design for national trade advertising campaigns and print collateral for clients such as Motorola Modems, Berklene, and BenchCraft. Also produced exhibit design and illustration for the Knoxville Museum of Art, and 3D computer modeling, illustration and animation for WBIR Channel 10 News, an NBC affiliate.

## Philips Consumer Electronics Company

Graphic Designer/Art Director , *July 1993 – September 1994*

Designed corporate and consumer print collateral, including catalogs, spec sheets, POP displays and packaging for Magnavox and Philips brands. Also directed product photography and set design.

## Hart Graphics

Graphic Designer/Desktop Publisher , *November 1992 – July 1993*

Worked with fast-paced design house to produce graphic design, as well as digital film output, chromalins, die-sublimation color proofs, high resolution scanning and photo retouching, and desktop publishing.

## Education and Knowledge Base

### University of Tennessee, Knoxville

Bachelor of Fine Arts, 1993 – Emphasis in Graphic Design and Illustration

Expert-level ability in Adobe Illustrator, Photoshop, Macromedia Flash, Freehand, Fireworks, Director, Dreamweaver and Homesite, Microsoft Project, Visio, Office, PowerPoint, Excel, OmniGraffle, QuarkXPress, AliasWavefront Maya and other design and authoring software tools. Fluent in (hand-coding) HTML, DHTML, CSS, JavaScript and action-scripting. Familiar with MySQL, PHP, Perl and SSI. Comfortable on both Mac and Windows platforms, and relatively familiar with Linux/FreeBSD systems.