

Janey Fritsche

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415.516.4501



poppystudios.com

Objectives

Creative collaboration at the intersection of technology, design, and business to further a “force for good”

Technology Tools

Graphics & Design – Omnigraffle, Photoshop, Illustrator, InDesign, Fireworks, Camtasia, Visio, Flash (basic)

Web Development – hand-coded HTML / XHTML, CSS; SharePoint, WordPress, BBEdit, Dreamweaver, CVS, Bugzilla, Firebug, Javascript (basic)

Communications – MS Word, Powerpoint, Excel, Acrobat

Education

BS Mathematics, Minors – Art and Sociology – Lamar University
Self-directed studies at SF Art Institute, UC Berkeley, and College of Marin

Work Experience

FREELANCE (selected projects 1988 – 2011)

Janey has been a designer of interactive projects for 15+ years. Passions of hers include creating user-centered designs that impact people aesthetically, intuitively, and positively.

County of Marin, San Rafael, CA – 2009 – 2011

User experience design, visual design – web

George Lucas Educational Foundation,

Nicasio, CA – 2008 – 2009

User experience manager and designer – web

Webby Award – 2009

Wells Fargo Bank, San Francisco, CA – 2008

Home Equity

User experience design, visual design – web

Work Experience

Salon.com, San Francisco, CA – 2007

User experience, visual design – Web 2.0 social network

Owners.com, San Francisco, CA – 2007

User interface, visual design – web & print

Stanford University, Graduate School of Business – 2006

User interface, visual design, programming – web / email

UCSF, Dept of Anesthesia, San Francisco, CA – 2006

User interface, visual design, programming

Wells Fargo Bank, San Francisco, CA – 2005

Private Client Services

User interface, visual design – web

Grateful Dead Productions, San Rafael, CA 2005

Information architecture, user Interface, visual design – web

Harry Denton's Starlight Room, SF, CA – 2006

User interface, visual design, programming – web

Stanford University, Palo Alto, CA 2004

School of Humanities and Sciences

Information architecture, user Interface design – web

ABM Industries Inc., San Francisco, CA 2004

User Interface, visual design, programming – intranet

Cobb's Comedy Club, San Francisco, CA 2003

User Interface, visual design, programming – web

AAA, San Francisco, CA 2001

User Interface, visual design, programming – intranet

Grateful Dead Productions, San Rafael, CA 2000

User Interface, visual design – web

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Work Experience

Hasbro, Inc., Corte Madera, CA 1999

NerfArenaBlast

Associate producer, visual artist – 3D action game

Electric Communities, Cupertino, CA 1997 – 1998

Conceptual design, visual design – virtual world

Hewlett Packard, Palo Alto, CA – 1996

User interface, visual design – intranet

Apple Inc., San Francisco, Ca 1991– 1992

Conceptual design, user interface design – interactive TV

LucasArts, San Rafael, Ca – 1991

GTV Planetary Manager

User interface, visual design – CDROM

TechnoTribe, Mill Valley, CA – 1990 – 1991

Blowpipes and Bulldozers

Principal, user interface, visual design, programming

Smithsonian Institute, Washington D.C. 1990 – 1991

Mars Explorer

User interface, programming

Apple's Multimedia Lab, San Francisco, Ca 1988 – 1989

Life Story: The Discovery of DNA

Production manager, user interface, programming

Visual Almanac

User interface, visual design, programming

PRODUCER / DESIGNER

Paramount Communications, Inc., Palo Alto, Ca

1992 – 1995

Producer / Designer – interactive TV

Design team StarTrek and MTV websites

Experience Keywords

User experience designer, visual designer, interaction designer, user interface designer, IxD, UX, user-centered design, surveys, focus groups, heuristic evaluations, competitive analysis, interviews, user studies, personas, ideation, strategic thinking, information architecture, wireframes, process flows, prototypes, agile development, usability testing, scripting, HTML, CSS, A/B testing, art direction, brand development, graphics design, logos, typography, design guide, requirements documents, programming, application development, Mac and PC platforms, print, Web 2.0, social media, email campaigns, e-commerce experience, project lead, project manager, startup experience, presentations

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