

Jamie Kravitz

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UX Portfolio / <http://www.digivitz.com>

Highlights

- Team Leader: Global Management, Group Facilitation, Program Coordination
- UX Expertise: Usability, Competitive Analysis, Wireframes, Research, Visual Design
- Founder: City of West Hollywood's Public Access community television station
- Master of Science: Human Factors & Ergonomics, San José State University, GPA 4.0

Experience

Franklin Templeton Investments (San Mateo, CA) 2007-present

UX Manager 2012-present

- Champion the customer in web products: accountable for user experience across web tools, site areas; developed strategies to provide user input in multiple ways
- Participate in department leadership team: participate in development reviews; led Team Engagement planning session; facilitate two-way communication
- Manage team in US & UK: regularly meet and respond to employee issues; set performance objectives; conduct evaluations; provide guidance, feedback, support
- Conduct hiring/layoffs: hire permanent and contract team members; collaborate with HR; design, conduct & facilitate interviews; make final hiring decisions

Senior UX Architect 2010-2012

- Led UX for launch of company's "m-dot" site, first among our competitors; authored UX "POV" research; provided direction & review to wires & visuals; designed and conducted usability testing
- International Document Repository: created WF prototype, UX specification
- Enterprise Email tool: created web UI for email marketing tool; usability testing

UX Architect 2007-2010

- Major Redesign of US Retail Site: contributed wireframes, including navigation, complex data pages, information pages, and home pages for various actor types; documented UX patterns for style guide; conducted usability studies

Interface Analysis Associates (San José, CA) 2005-2007

Usability Engineer

- Usability Testing for broad range of products (software, medical devices, web): created test protocols; moderated sessions; analyzed data; wrote reports
- UI Design for Scientific Software: learned domain knowledge; created wireframes
- Expert Usability Review: conducted evaluations of various software and hardware products; wrote reports and created presentations

Video and Web Production (Los Angeles, CA) 2000-2004

Educational Technologist, Long Beach City College 2003-2004

- Web-Based Training: designed and developed faculty training in PHP/MySQL
- Winner of 2006 California Community Colleges Technology Focus Award

Independent Video Producer and Director 2001-2003

- *Into the Streets* (2001): director and editor of award-winning documentary on gay rights demonstrations, commissioned by the City of West Hollywood
- *Metro Motion* (2002-2003): producer of marketing/promotional program for Los Angeles Metropolitan Transportation Authority for cable television
- *Big Blue Bus TV* (2002-2003): producer and director of internal motivational programming for City of Santa Monica municipal bus

Multimedia Producer, GSociety 2000-2001

- Rich media design & production: shot and edited original short-format videos for gay and lesbian entertainment websites using Quicktime, Real, SMIL

City of West Hollywood (West Hollywood, CA) 1990-2000

Founder, West Hollywood Public Access, the city's public cable TV facility

- Program Coordination: wrote operating policies; built video facilities; purchased equipment; administered all aspects of day-to-day operation of the program
- Training: developed training curriculum; led community workshops; evolved curriculum over time to respond to trends and needs
- Production: supervised production facilities; directed multi-camera video shoots
- Advocate: served diverse public; reported to government officials

Employee of the Year (1996) for City of West Hollywood

Education

San José State University

M.S. Human Factors and Ergonomics (2007), GPA 4.0

- Masters Thesis *Of mice and pen: effects of input device on different age groups performing goal oriented tasks*, a short paper version published in the 2007 Proceedings of the Human Factors and Ergonomics Society

Academy of Art and Technology at Santa Monica College

Certificate in Interactive Media (1999), GPA 3.8

University of Michigan

B.A. Film and Video Studies, Honors (1988), GPA 3.6

Volunteer and Community Work

California Men's Gatherings

Chair, Planning Committee for Annual Retreat

2011-2013

- Meeting Facilitation: led team for annual retreats with 200 participants; created agendas; kept discussions focused; balanced various personalities
- Project Planning: created master "swimlanes" diagram for tracking broad range of tasks necessary for producing the event; created checklists and reference materials for future planning groups
- Served in various roles over 3 years, including Workshop Coordinator, Web Liaison, Treasurer; created budget; managed bank account

Group Facilitator

2012

- Group Facilitator: led ceremonies and facilitated large group exercises for retreat with 60+ participants; designed large group activity

Modern Dance

- *Egyptian/Powderkeg* (2011): new work, choreographer/performer
- Rudy Perez Dance Theatre, Los Angeles Modern Dance & Ballet (Los Angeles): company member
- New Moves (University of Michigan): Co-Artistic Director, performer, choreographer