KELLENMAICHER

INTERACTIVE DESIGNER - UX DEVELOPER

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SUMMARY

Interactive designer, developer, and UX specialist who enjoys exploring new ideas, creating compelling user experiences, and experimenting with new technologies. Over 14 years of experience creating custom user-centered design solutions for both industry and higher education. Brings a versatile set of design and development skills along with a proven track record of working with a variety of partners and clients including Adobe Systems, Diageo, Morvid Games, Duffek Mobile, Fundex Games, and 1-Eighty Design. Has served as a contributing developer, project manager, and independent consultant in producing a variety of custom solutions that include web sites, rich internet applications, mobile assets, and virtual simulations. Previously responsible for funding, recruiting, and managing several teams of designers while developing projects on-time and within budget. Research and teaching experiences in higher education have developed his abilities as a communicator, supervisor, instructor, analyst, and designer.

PROFICIENCES

SKILLS: User experience design, interactive development, web design, illustration, 2D/ 3D graphics and animation, game design, stakeholder interviews, competitive analysis, cognitive walkthroughs, task analysis, SWOT analysis, heuristic evaluation, flow diagramming, wireframing, storyboarding, designing spec. sheets and style guides, focus groups, surveys, personas, mockups, low/high fidelity prototyping, usability (planning, testing, analysis, reporting)

SCRIPTING: HTML 5, CSS3, JavaScript, jQuery, ActionScript 3.0, MEL, Unity API

SOFTWARE: Unity3D Game Engine, Adobe Creation Suite (Dreamweaver, Flash, Photoshop, Illustrator, InDesign), 3D/ Video Tools (Maya, Premiere, After Effects, MotionBuilder), Microsoft Suite (Word, PowerPoint, Excel, etc.), some proficiency with MS Visio and Axure

EXPERIENCE

Interactive Design Consultant - Wexner Medical Center, Columbus, OH (Jan '14 - Present)

- Lead designer for the educational interactive medical simulations titled "Virtual Patient" and "Virtual Health Coach."
- Responsible for scripting, interface design, graphic asset development, and information architecture.
- Created web-based and large-scale installation versions of both applications.
- Development tools used included Unity, JavaScript, C#, Maya, MotionBuilder, Mudbox, and Photoshop.
- Re-wrote web interfaces to be responsive - written with HTML5, CSS3, JavaScript, and JQuery.
- Designed and implemented usability and quality assurance testing for all applications.

Graduate Research/ Teaching Associate - The Ohio State University (Sept. '10 – Jan. '14)

- Worked with staff and faculty to develop various interactive media assets while pursuing Design M.F.A.
- Responsible for information architecture, interface designs, and scripting of simulations.
- Developed flow diagrams and produced low/ high fidelity mockups during design process.
- Testing procedures included the design of usability and comparative assessment tests.
- Taught applied 2D/ 3D graphic design using Photoshop, Illustrator, InDesign, and Maya.
- Developed and implemented curriculum materials and instructional assets for use in the classroom.

Independent Design Contractor - (Jan. '10 - Sept '10)

- **Louise Productions Web Site** - designed web site for local event management company. Created with HTML, CSS, JavaScript, and PHP. Responsible for all aspects of production including needs analysis, mockups, wireframes, prototypes, and site development and publishing.

- **Parachute Project -** Contracted by 1-Eighty Design to create a series of vector technical illustrations and turnarounds for an interactive parachute design application for Mirage Systems.
- **Mobile Theater Project -** Contracted by Duffek Mobile to create a series of interactive flash animations and illustrations for a proof-of-concept mobile theater application.
- **Pak Attack Project -** Contracted by Duffek Mobile to create a series illustrations, sprite sheets, and interface designs for the iPhone game "Pak Attack."

Assistant Professor of Interactive Media - Purdue University, Computer Graphics Technology (Aug. '01 - Jan '10)

Communication / Education/ Research:

- Developed and delivered curricula and instructional materials for over 13 graduate and undergraduate courses.
- Presented scholarly research for journals, publications, and industry partners (SIGGRAPH, Adobe, etc.)
- Received teaching evaluations that scored 15% above departmental and college averages.
- Procured independent grants and funding proposals valued at over $500,000 to support research.
- Directed projects from initial concept to final implementation while providing innovative, cost-effective solutions to corporate partners within rigid timelines.
- Created a variety of interactive and digital media solutions for clients and partners such as Morvid Games, Fundex Games, Adobe, Diageo, Durex, and Ascension Healthcare.
- Conducted needs assessments, formulated design strategies, assembled development teams, and supervised, design, testing, and implementation.

Project - Fundex Games (2009)

- Contracted to build six browser-based Flash games based on Fundex line of board and live action games.
- Interviewed company representatives to assess needs and branding specifications.
- Conducted functional task analysis to translate product mechanics to digital media.
- Recruited and supervised design and development teams.
- Created project specifications, comprehensive design documents, and style sheets.
- Designed and supervised iterative usability and performance tests.
- Games produced for Fundex at 1/4 cost estimated by local industry developers.

Project - Adobe Air Project (2008-2009)

- Designed and tested 4 proof-of-concept AIR applications for Adobe Systems, Inc. that were presented at Adobe Max conferences in 2008 and 2009.
- Directed student development teams in all phases of production, from initial concept to final implementation.
- Supervised the design of wireframes, flow diagrams, design mockups, and final prototypes.
- Oversaw usability assessment and quality assurance testing as well as comparative analysis of browser-based applications.

Projects - Morvid Games (2006-2008)

- Designed J2ME and iPhone game interfaces and graphic assets for clients such as Diageo and Durex.
- Met with client representatives for needs assessments, stakeholder interviews, and branding specifications.
- Created graphic user interfaces, sprite sheets, and animation loops for all games.
- Designed digital mockups and prototypes for all interfaces.

Project - Ascension Healthcare Web Presence

- 1.5 year project to re-design the web presence for Ascension Healthcare in Evansville, IN.
- Conducted needs assessment and stakeholder interviews with Ascension design committee and staff.
- Designed and implemented SWOT testing sessions with Ascension patrons to evaluate the existing website.
- Co-led a competitive analysis of health organization web sites marked as competitors by Ascension committee.
- Performed an analysis of Ascension's hierarchy and organizational structure to understand network dynamics and procedures to incorporate into the information architecture of the site.
- Co-formulated and co-supervised design, development and testing personnel.
- Directed the evolution of the interface design from low-fidelity mockups to final design, ensuring that brand identity was retained.
- Designed and implemented usability and quality assurance testing procedures and associated documentation.

[Project Manager - Graphic Design / Interactive Media](#) - Sci-Media, West Lafayette, IN (Sept. '99 - Jul '01)

- Supervised Sci-Media interactive development teams to produce digital solutions for clients such as the Institute of Food Technologists.
- Developed graphics, web sites, and instructional media for BASE Research Center, including the IFT Pizza Explorer Instructional Application
- Worked with clients and partners to establish needs assessment for digital solutions.
- Supervised projects through entire production lifecycle from concept to final implementation.
- Created process documents, wireframes, interface mockups, and design prototypes.
- Responsible for design and implementation of usability and performance testing of all products.

EDUCATION

M.F.A. [Design - Digital Animation and Interactive Media](#) - The Ohio State University - Columbus OH
M.S. [Computer Graphics Technology](#) - Purdue University - West Lafayette, IN
B.S. [Technical Graphics/ Biology](#) - Minors: Fine Arts, Psychology - Purdue University, West Lafayette, IN