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# Sarah B. Nelson

## Objective

Obtain a position building and leading a User Experience team working on multi-channel products and services. Be involved in shaping of design strategy and process across the organization.

## Experience

### Practice Director/Design Strategist (2006 to present)

*Adaptive Path* San Francisco, CA

- Led multi-disciplinary project teams in research, strategy, and design work
- Worked with sales team to vet clients, plan and scope projects
- Created a design strategy for multi-channel financial tool
- Planned program for User Experience Week 2007 to great acclaim
- Facilitated collaborative work sessions
- Advised resourcing group on team assignments
- Facilitated weekly practice team meeting

**Selected Clients:** *Vanguard, Flickr, Abbott Diabetes Care, PayCycle*

### User Experience Director (2003 to 2005)

*POP* Seattle, WA

- Worked closely with clients to develop online design strategy
- Led team of information architects and editors
- Developed user-centered design practices throughout organization
- Worked with developers, art directors, and project managers to ensure user experience goals were met
- Designed user flows, wireframes, and user interfaces

**Selected Clients:** *Steppenwolf Theater Company, AOL Mobile, Federal Home Loan Bank, New York City Opera*

### Creative Director (2001 to 2003)

*POP* Seattle, WA

- Provided creative vision to dozens of successful interactive projects
- Lead art directors, developers, and writers through projects from concept to execution
- Managed project assignments for 10 designers
- Helped cultivate profitable line of business (ticketing integrations)

**Selected Clients:** *The Metropolitan Opera, Seattle Symphony, Nintendo, Nordstrom, PBS, Seattle Public Library, Real Networks*

### Senior Designer (2000 to 2001)

*POP* Seattle, WA

- Developed HTML and CSS best practices and guidelines
- Dramatically improved creative practice and processes

### Web Designer (1998 to 1999)

*Active Voice Corporation* Seattle, WA

- Designed, built and maintained marketing and internal websites
- Oversaw major redesign of corporate site
- Designed and coded maintenance tools for stakeholders

## Education

### Master of Design Methods (2006)

*Institute of Design, IIT*  
Chicago, IL

### Bachelor of Arts in Visual Arts and Electronic Music (1996)

*Oberlin College* Oberlin, OH  
Minor: English

### HS Violin and photography (1990)

*Interlochen Arts Academy*

## Continuing Education

*Principles of Graphic Facilitation Training* with The Grove

*Facilitating Accelerated Workshops* at IA Summit

*Designing and Building with AJAX* with Adaptive Path

*Managing Creative People* at the School of Visual Concepts

*Enterprise Information Architecture* with Louis Rosenfeld

*Building of Basecamp* with 37 Signals

*Print Production* at the School of Visual Concepts

*Web Design* at the School of Visual Concepts

*AIGA Design Camp*

*Various fine art photography courses*, Photographic Center Northwest

*Color Theory* at the Pratt Fine Arts Center

*Beginning & Intermediate C* at North Seattle Community College

## Speaking

**An Event Apart Chicago 2008**  
*Design Criteria: Actionable Ideas*

**SXSW 2008, Web 2.0 Expo SF/ NYC, Virtual Seminar**  
*10 Tips for Managing a Creative Environment*

**UX Week 2008**  
*Lessons from the Neo-Futurists*  
*Design is Made of People: Collaborative Work Sessions*

**Commonwealth Club of San Francisco 2007**  
*What Web 2.0 Is—and Why You Should Care*

**DocTrain West 2007**  
*User Centered Design for Web Experiences: Keeping People in the Picture*

**The Ajax Experience 2006, Builder 2.0 2006**  
*Practical Design for Developers*

**MX East 2007**  
*Collaboration and Creativity: Lessons from the Neo-Futurists*

## Writing

**Making Research Actionable: An Introduction to Design Criteria, 2008**

**Get Out from Behind the Curtain, A List Apart, 2007**

**Cartographies of Imagination**  
*Personal blog on creativity and collaboration*

**A Platform for Continuous Creativity: Lessons from the Neo-Futurists**