



I'm a User Interaction & Visual Design Hybrid with a passion for HTML & CSS and a diverse skill set that is truly multidisciplinary. With over 15 years in the industry, I've successfully completed numerous user interaction projects across a wide spectrum of new media enterprises from website and mobile applications to social media and games.

EXPERIENCE

- Information Architecture
- Product & U.I. Design
- Functional Prototyping
- Site Design & Development
- HTML5, CSS3, JQuery
- Visual Design
- Motion Graphics

- Creative Direction & Design
- Product Development & Prototyping
- Site Design & Development
- Marketing Communications

- Site & U.I. Design
- CSS / HTML Coding
- Interactive Wire Frames
- Icons and Branding

4.2009 – CURRENT: LORI WASHBON.COM UI + DESIGN CONSULTING | *Owner & Doer of Many Things*

CLIENT PROJECTS :

- **Emotiv Lifesciences – Emotiv Insight Neuroheadset Mobile application**
Application design, Information architecture, wire frames, UI & visual design for the consumer & research versions
- **Zynga – Multiple Projects**
Farmville2 product logo, product branding, In-game UI & visual design, various marketing and advertising campaigns
- **Defense Advanced Research Projects Agency (DARPA) – PTSD Art Therapy Application**
Application & UI design for SBIR Phase 1 proposal
- **Ramona Pierson / Intific Inc. – Bill & Melinda Gates Foundation Fundraising Presentation**
Presentation script, interaction & visual design, Flash implementation
- **Sony/Capital One – Card Conversion Microsite**
Wire frames, UI & visual design
- **US Marine Corps. – High Altitude Trainer**
Wire frames, UI design, functional prototyping & visual design
- **DELL – Leadership Imperative 2010 Training Suite**
Information architecture, wire frames & visual design for 100+ interactive pages including training exercises
- **Department of Defense – PTSD Stress Simulation**
UI design & functional prototyping including full audio scripting
- **Total Immersion Software – RealWorld™ Product Launcher**
Design & development of a self-contained, media rich Flash application for the I/ITSEC 2009 Conference including 3D motion graphic intro
- **Department of Defense – PandemicWorld Contagion Management Simulation**
Wire frames, functional prototyping, UI design & visual design
- **AlphaACT Crisis Response System – HAZMAT Online Training Application**
Wire frames, UI design, functional prototyping & visual design
- **BAM Labs Health Monitoring System**
Early consumer product UI & wire frames

2005 – 2008: EMOTIV SYSTEMS INC. | *Director of Design*

- Developed innovative headset and electrode designs from original concept to working prototypes including CAD files for SLA & SLS rapid prototyping : Granted four patents
- Designed, developed and deployed company website including ongoing updates and maintenance in addition to managing outside hosting vendor and mail services
- Managed outside vendors and industrial design contractors
- Designed external communication materials: brochures, white papers, press kits and investor documents, including promotional videos for investor and industry communities
- Developed eco-friendly consumer packaging while maintaining a cost effective price per unit

2005 - 2005: FRIENDSTER, INC. | *Senior Interaction Designer*

- Collaborated with CEO and senior marketing team to develop interactive prototypes and marketing pieces for cultivating outside partnerships
- Designed over 90% of the new high profile pages including: Friendster Login (Index), new User Home, User Profile, User Photos, Service Registration, Index-based User Search from concept to completion
- Worked directly with the Interaction Engineer, Web Development, and QA engineers to deploy site, major upgrades and new features
- Designed and provided CSS and HTML implementation of the Friendster Tour module, and continued to provide ongoing code and content updates



EXPERIENCE CONTINUED...

- Identity & Branding
- Site Design & Development
- Marketing Materials

2001 - 2004: FINE LINE GROUP INC. | *Design Director*

- Designed new corporate identity and developed a branding strategy that included print, media, signage and web
- Designed, developed and deployed company website including ongoing updates and maintenance
- Created a flexible server-based marketing material system, dramatically reducing costs by enabling in-house personnel to print custom color brochures as needed

- Design & Branding
- Site & U.I. Design
- Client Relations
- Marketing Materials

2000 - 2001: PROXICOM, INC. | *Principal Designer*

- Performed a principal role in design and development of multiple B2B and B2C client sites
- Lead ongoing creative workout sessions directly with clients to define and refine site objectives
- Collaborated with marketing verticals to develop visually strategic approaches to client pitches
- Provided design direction and mentoring to internal junior designers
- Maintained a consistent 97% billable track record, double the creative department average

- Creative Art Direction
- Site & U.I. Design
- Marketing Materials
- Branding

1999 - 2000: XENOTE, INC. | *Creative Director*

- Worked directly with senior executives to develop consumer web site and service features
- Developed design specifications and working prototypes for the beta and release sites
- Managed deliverable handoff to web development and engineering teams
- Conducted product and service usability testing and focus groups
- Managed creative budget and contracts with outside vendors

- Game & Character Design
- Visual Design & Art Direction
- Software Prototyping
- Game U.I. Design
- Technical Solutions

1992 - 1999: ELECTRONIC ARTS | *Visual Design Director*

- Collaborated with producers and technical directors to define game strategies, level design and new features
- Drafted design documentation and game play flowcharts
- Developed numerous proof of concept prototypes and front end functionality tests
- Managed asset coordination and delivery across all functional teams
- Provided design direction and mentoring to internal and consulting artists
- Created in-game 3D models, texture maps and 2D art assets

ADDITIONAL EXPERIENCE

Apple Computer, Customer Communications Group | *Senior Graphic Designer*
Apple Developer Group | *Packaging Design Consultant*
Clement Mok Design | *Interactive Design Consultant*
Lorimar Telepictures, Gumby Television Series | *Model Shop Manager, Prop Design & Fabrication*
Mattel USA & Mattel International | *Toy Design & Prototyping*
ABC On-Air Promotions | *Production Design & Storyboards*
FEATURE FILMS : Star Trek IV, Bill & Ted's Excellent Adventure, Never Say Never Again, Dune | *Effects Crew*

PATENTS

US Patents: **Electrode Headset** - D565735, US20070238945, US20070225585
US Patent: **Electrode** - US20070235716

AWARDS

- ROAD RASH 3DO | ELECTRONIC ARTS**
- Best Game Overall - New Media Magazine's Excellence Award
 - In Vision Award of Excellence - Comdex Awards Ceremony
- 3D ATLAS | ELECTRONIC ARTS**
- Information Design Award - Communication Arts Magazine
- SLEDGE HAMMER NEW SHOW PROMO | ABC ON-AIR PROMOTIONS**
- Gold Award - Broadcasting Professional's Medal of Excellence
 - Gold Medal - International Film & TV Awards

EDUCATION

Art Center College of Design, Pasadena - BFA in Packaging Design, Awarded with Honors
Silicon Studios, Los Angeles - Alias/Wavefront Power Animator (Maya) Training Certificate - Levels 1 & 2