Arthur Law

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SKILLS

UX: Information Architecture, Interaction Design, Content Strategy, Usability Testing

Software: Omnigraffle, Axure, Illustrator, Dreamweaver, UX Recorder

WORK EXPERIENCE

2011.09 - 2014.03

Cibo Experience Design Manager

Demandbase: Content strategy and site architecture

- Designed a new marketing website that tells a cohesive and engaging story of the company, the products, and its services. Site design included customization software that changes web content based on the customers' IP address and industry vertical.

Box: Responsive web design, site architecture, and content strategy

- Optimized for device resolution using data about incoming devices from Google Analytics.
- Developed a content strategy focused on business users, differentiating the Box brand from DropBox.
- Inferred the users' context (office, home, or mobile) based on device type and time of use, and dynamically adjusted content to better suit that context.

Volcom iPhone/iPad app: iOS app design and interaction design

- Designed an iPhone app for the Volcom Pipe Pro (Hawaii) and Volcom Fiji Pro surfing competitions. The app streams live video, displays news and competition results via a blogging platform, and provides a directory of surfer profiles within a Volcom-branded experience.

Adventures by Disney: Site architecture, interaction design, and user testing

- Wireframed a site displaying high-resolution photos of travel destinations, itineraries, and maps. Created a comparison table for searching & filtering of trips and trip advisor wizard.
- Prototyped the site and conducted white-labelled testing. Users responded well to the site design even though the test hid Disney branding that could affect how users perceived it.

Seagate: Full site redesign (10,000+ pages) and various digital campaigns

- Created a UX strategy and design for the new site to balance the needs of direct OEM customers, indirect retail customers, and consumers for Seagate marketing in Americas, EMEA, and APAC.
- Interfaced site architecture, wireframing, and taxonomy with multiple backend systems, such as a web server, commerce provider, authentication server, and CRM system.
- Designed a microsite for mobile & iPad users to educate and promote the sale of Seagate Satellite Mobile Wireless Storage. The site enabled Seagate to exceed sales targets by 15%.

WORK EXPERIENCE (cont.)

2010.04 - 2010.10

Euro RSCG
User Experience Architect freelance

Sony PlayStation.com: IA and wireframes for a full site redesign

- Created database entity relationships to model content requirements for the site now and into the future, satisfying data-driven functionality requirements.
- Developed wireframes for the PlayStation 3 browser version of playstation.com that is optimized for browsing on a television.

2009.06 - 2010.04

Adobe
User Experience Designer freelance

Adobe.com: Manage site updates and development for the Adobe education marketing portal

- Elicited and gathered marketing requirements for Adobe campaigns and translated them to site designs and technical requirements. These site updates resulted in a development time for the education portal that was ahead of schedule relative to the other Creative Suite 5 web projects.

2008.06 - 2010.05

Carat USA
User Experience Architect

TRESemmé: Pitched and created a social media site on hair care, styles, and fashion. Created interaction model for the site and administrator interface that manages the StyleSeeker blog and community.

adidas: IA and interaction design for a recruitment site for the adidas Group including Reebok and TaylorMade Golf.

2006.01 - 2008.06

Molecular San Francisco
Information Architect consultant

AIG: Full site redesign and IA for a web platform that unifies the user experience across all AIG businesses and its thousands of subsidiaries in 100+ countries.

Emirates Airlines: Architected Hotel and Luxury Travel websites with a centralized internet booking engine. Spent half a year in Dubai conducting contextual inquiries and interaction design.

EDUCATION

2003.09 - 2005.05

UC Berkeley
Master of Information Management School of Information

Specialized in User Research and Management of Technology

1997.09 - 2002.06

University of Waterloo
Bachelor of Applied Science in Systems Design Engineering

Specialized in Management Sciences and Operations Research