

Catherine Colman

Information Architect | User Experience Designer

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EDUCATION

New York University

Master of Professional Studies – Interactive Telecommunications (ITP)

2005- 2007

New York University

Bachelor of Fine Arts – Photography and Imaging

Minor in Anthropology

1997 - 2001

PROFESSIONAL EXPERIENCE

Corebrand

Interactive Experience Manager

Jan. 2008 – present

Responsible for the management and production of interactive projects through all phases of development including: initial project proposal, budgeting, stakeholder interviews, requirements gathering, creation of sitemaps and wireframes, front-end development, usability testing and post-launch support. Client list includes MasterCard, Malkin Holdings, Stamford Symphony Orchestra, ING, Brandt Consolidated, Texas Health Resources and ACE financial.

Industrial Press

Web Manager

July 2007 – present

Responsible for managing external website development projects, creating solutions to define user experience and executing search engine optimization best practices to meet sales goals and increase web traffic. Managed the transition of the company's e-commerce website to the Drupal Content Management System.

Evolving Technologies Inc.

Interface Engineer/Information Architect

Sept. 2007 – Jan. 2008

Worked with a corporate research and development team to launch the first and second phases of a community based web project, using the content management system Joomla, for client Pitney Bowes. Responsible for front-end development, the creation of traffic and user flow diagrams, wireframes, prototypes, content creation and usability testing.

freeFormed

Co-Founder/Web Developer

Sept.2005 – Jan. 2008

Responsible for the architecture, development and implementation of a social networking and media sharing platform. Conducted research relating to social software, assisted in the development of marketing strategies and executed extensive user testing scenarios.

FREELANCE EXPERIENCE

Core Industries

Writer for Greensea.ch (<http://greensear.ch>)

current

Greensear.ch is a group blog that fuses technology and environmental issues together to create interesting commentary

Nylon Technologies**Information Architect****2008**

Created wireframes, sitemaps and site schematics for clients such as Sprint, Dentyne and Trident

Teach for America**Front-end Web Developer****2008**

Worked with an internal development team to create web pages and style sheets for internal teacher learning site TALON Navigator.

City University of New York**Web Developer****2007**

Worked for the Program on States and Securities creating a blog and social networking site to unite academics and those who make and implement policy related to state-building, state capacity, and state failure.

Witness.org**Researcher/Web Developer****2006**

Developed and implemented an online video platform pilot that enabled the posting of video footage from mobile phones. Designed and implemented a mobile phone application in J2ME that interfaced with the online video hub structure. Produced and analyzed research involving mobile infrastructure, encryption and statistical analysis. Platform helped propel Witness into the "59 Smartest Organizations Online" nominated by Squidoo, GetActive, and Netsquared.

AWARDS AND RELATED PROJECTS***Echoing Green Fellowship Semi-Finalist- freeFormed.net*** (<http://www.freeformed.net>)**May, 2008**

Selected from 1500 applications as a participant in the semi-finalist round of the Echoing Green Fellowship Program for the freeFormed.net project – social software for non-profit organizations

Conflux Festival – Under the Level Project (<http://www.underthelevel.org>)**Sept., 2007**

The Conflux festival is a yearly art and technology festival that explores interesting uses of public space. Under the level is an urban intervention that interfaces with an interactive map and a VOIP application to provide an interactive means to raise awareness of and provide commentary on the post-Katrina city of New Orleans and climate change issues that affect the frequency and severity of storms, particularly those that affect coastal regions.

New York to New Orleans (<http://www.ny2no.net>)**March, 2007**

A collaboration between Xavier University and New York University's Interactive Telecommunications program designed to teach Xavier students how to utilize new media tools to assist community groups in the New Orleans area.

Hunter College Electronic Social Club**April, 2007**

Asked to be a guest speaker at the monthly Social Club presentations to discuss the possibility of open source, socially responsible media sharing platforms based on the project freeFormed.net

Young Investigators Forum in Cultural Technology**Oct., 2006**

Selected as a guest speaker at Kaist University in Seoul, Korea based on the submission of the paper: "Possibilities of Mobile Technology and Devices for Social Activism."

Identity and Identification in a Networked World Symposium**Sept., 2006**

Selected as a guest speaker at New York University's School of Law based on the submission of the paper: "Identity within Social Networks: The Creation of freeFormed.org"

SKILLS**Software** – Eclipse, Dreamweaver, Photoshop, Illustrator, In Design, Flash, Visio, OmniGraffle, Microsoft Office, Final Cut Pro, Premiere Pro, After Effects, Audition, Digital Performer, Peak, MAX/MSP/Jitter, Quicktime Pro, Encore**Programming** - HTML/CSS, XML, PHP, PHP/AGI (Asterisk), MySQL, Perl, JavaScript, Ajax, Actionscript, JavaME/J2ME (working)**Operating Systems:** Windows XP/Vista, MAC OSX, Linux