

mark privett, interaction designer

Mark Privett  
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## IN-BRIEF

Mark Privett has 15-years experience as a successful design professional. Formally trained as a graphic designer, Mark has focused the last 11-years on digital, interactive, web and software design projects in the roles of visual designer, web designer, icon designer, information architect, user interface designer, interaction designer, design manager and product designer. Mr. Privett has exceptional communication skills and is a successful manager of creative teams.

## PROFESSIONAL EXPERIENCE

### **Redfin, Customer Experience Architect**

*Seattle, Washington - October 2006 - present*

Principle advocate for user-centered design for the industry's first online real estate brokerage. Responsible for balancing business requirements against user expectations and industry best practices to create the ideal online experience. Conducted focus groups, heuristic evaluations, content inventories, workflow diagrams, site maps, wireframes, HTML/CSS/JavaScript prototypes, functional UI specifications, and editorial and information design recommendations. Defined user interface framework and workflows for site-wide redesign.

### **Amazon.com, Sr. User Interface Designer**

*Seattle, Washington - February 2005 - October 2006*

Lead UI designer and customer experience advocate for digital media desktop applications and online shopping experiences for digital music and e-text endeavors. Also worked on large scale community and social networking projects. Delivered customer flow diagrams, wireframes, functional requirements and XHTML/CSS/JavaScript/Flash prototypes. Also responsible for documenting style guides and design patterns within Amazon.com.

### **Motorola (4thpass), Senior Product Designer**

*Seattle, Washington — November 2004 – February 2005*

Responsible for working with product management, program management, marketing and engineering teams to design and launch new products and services in the wireless portal and device management space. This position was a blend of interaction design, information architecture, UI development and visual design for mobile devices and the web-based administration tools. Created interaction diagrams, UI specifications, high-fidelity XHTML/CSS/JavaScript prototypes, and icon design.

### **iPoint Networks, Product Designer**

*Seattle, Washington — January 2004 – September 2004*

Responsible for branding, user experience and UI design for Flash-based, touch panel applications. Interaction design included proprietary tools, software, and rich Internet applications allowing partner customization, management and reporting.

**AT&T Wireless, Interaction Designer**

*Redmond, Washington — March 2003 - January 2004*

Interaction design, information architecture and ease-of-use in AT&T Wireless' consumer e-commerce group. Ethnographic research, observational and statistical usability testing and consulting. Developed solutions via site maps, wireframes, paper/HTML/Flash prototypes, as well as extensive design documentation. Achieved a doubled conversion rate of visitors in August 2003 via iterative prototyping, usability testing, and refinement.

**Vulcan Inc, UI Designer**

*Seattle, Washington — August 2001 - March 2003*

Designed, documented and developed application interfaces for a wide range of desktop and rich Internet applications. Products included media player/management apps, environmental control apps, intranet, and scientific applications.

**WatchGuard Technologies, Senior Graphic Designer**

*Seattle, Washington — May 2000 - April 2001*

Responsible for extension of branding across company products, packaging, and marketing materials. Projects included web design, brochures, direct mail, packaging, and trade show exhibit design. Also: information design and illustration of technical and training publications.

**Pacific Rim Resources, Senior Graphic Designer/Art Department Manager**

*Seattle, Washington — November 1996 - May 2000*

Managed group of graphic designers for public relations, public outreach, and environmental marketing efforts. Responsible for art direction of web sites, graphic identities, brochures, newsletters, and environmental graphics. Also managed budgets and prepared proposals, working with business development on new opportunities. Mentored junior designers.

**SOFTWARE**

Photoshop, Flash Professional, Freehand/Illustrator, Fireworks, Dreamweaver, HomeSite, Visio, Word, Excel. XHTML, CSS, JavaScript, ActionScript. Visual SourceSafe, Perforce. InDesign, FrameMaker.

**EDUCATION/PROFESSIONAL DEVELOPMENT**

- Adaptive Path User Experience Week (2006)
- UI8 User Interface Conference (2003)
- Cooper Interaction, 5-day design practicum (2002)
- CHI2002 (Computer-Human Interaction Conference)

Graphic design and advertising studies at The Art Institute of Seattle. Liberal Arts curriculum (emphasis on psychology) at the University of Washington. Various courses and seminars in design, team leadership, project management, and effective communication.

