

LAURA SIMPSON

INTERACTION DESIGNER

PROFILE

Strong interest in developing interactive web content: Project management from conception to execution. Skilled user experience designer with strong prototyping skills. Experience with user testing methodology and quality assurance.

EXPERIENCE

INTERACTIVE DEVELOPER, FREELANCE - NEW YORK, NY OCT 2011- PRESENT

Designs collaboratively with remote visual team and programs interactive data visualizations using Javascript Framework D3 and live data APIs for data visualization start-up.

DIGITAL MEDIA ART DIRECTOR, PARSONS, THE NEW SCHOOL FOR DESIGN - NEW YORK, NY | BEIJING, CHINA OCT 2010- AUG 2011

Translife International Triennial of New Media Art, Beijing, China
Black Studies in Art and Design Conference, New York, NY
Pictoplasma NYC Conference, New York, NY

DESIGN LEAD, FREELANCE - NEW YORK, NY SEPT 2010- MAY 2011

Designed, fabricated and programmed the fiber optic, LED, fibre hybrid installation "Cinderella's Illuminated Gown" for MFA Design and Technology Thesis at Parsons The New School for Design.

SOCIAL MEDIA COORDINATOR, CRITICAL THEMES IN MEDIA CONFERENCE - NEW YORK, NY SEPT 2009- AUG 2010

Coordinated and maintained the conference's social media presence via Facebook and Twitter. Coordinated PR campaign to reach NYC Metro area educational institutions and the general public.

MAX/MSP PROGRAMMER, FREELANCE/HARVESTWORKS - NEW YORK, NY JAN 2010- AUG 2010

Designed and programmed sensor based interactive installation for Parsons' BFA Graduation exhibit. Organized Harvestworks' presence at Make Music New York Festival and coordinated participating interns. Taught other visiting students one on one Max tutorials.

INTERACTIVE PROGRAMMING TEACHING ASSISTANT, CONCORDIA UNIVERSITY - MONTREAL, CANADA JAN 2009- MAY 2009

Taught Max/MSP programming environment, integration with sensors, motion capture, sound processing and 3D rendering, MIDI and processing outside data and advanced programming with Max/MSP.

INTRANET PUBLISHER, STREAM INTERNATIONAL - TAMPA, FL, NOV 2004- JUN 2005

Used HTML, ASP and CSS to develop new content delivery systems for the Tampa site intranet and content.

WEB USER EXPERIENCE INTERN, THE DAILY JOLT - BOSTON, MA JUNE 2002- SEPT 2002

Mentored teams of students building their sites, customized and added features for each site, troubleshoot PHP and HTML. Maintained the MySQL Database and UNIX directories.

EDUCATION

Parsons, The New School for Design, New York, NY - M.F.A. Design and Technology, 2011

University of South Florida, Tampa, FL - B.A. Studio Art: Electronic Media, 2008

Smith College, Northampton, MA - B.A. Computer Science, 2003

SKILLS

Programming: C/C++, XHTML/HTML5, CSS, JavaScript, Java, Processing, JSON, API Programming, MAX/MSP, Open Frameworks

Interactive: Omnigraffle, Visio, Wireframing, Paper Prototyping, Site Mapping, UI Design: web, mobile, physical computing

Multimedia: Dreamweaver, Adobe Creative Suite, Final Cut Professional

Interaction and Computational Skills:

- Graduate-level courses in Data Visualization, Interactive Programming, User Interface Design, Soft Circuits, Fashionable Technology and Physical Computing.
- Developed Interactive Projects in MaxMSP, Processing and Open Frameworks.
- Designed UI for Fall '09 Mozilla University Challenge entry: "Unique History."
- Designed and Programmed UI for Data Visualization "Congress Tweets," featured on +Datavisualization.ch.
- Designed Electronic Circuits and Programmed Thesis project "Cinderella's Illuminated Gown."

Awards/Honors:

Louis Vuitton Moet Hennessey: Made in New York Competition, Videographer/Editor, Semi Finalist 2009-2010
Graduate Dean's Scholarship 2009 - 2011
University Scholars Award 2009 - 2011
Talent Grant 2004