

# Mark Goetz

## Education

### University of Michigan School of Information

#### Ann Arbor, MI, 8/2007 – 5/2009

- M.S. in Information, Specialization in Human-Computer Interaction, GPA 3.89
- Board Member, Student Organization for Computer-Human Interaction
- Semifinalist, CHI 2009 Student Design Competition

### Rensselaer Polytechnic Institute

#### Troy, NY, 8/2000 – 5/2004

- B.S. in Computer Science, GPA 3.93

## Experience

### University of Michigan School of Information

#### Web Programmer, 1/2009 – Present

- Designed interactions and interfaces for professor's research
- Implemented interactive prototypes in Adobe Flex

### University of Michigan Digital Library Production Service

#### Mobile Design Intern, 9/2008 – 12/2008

- Developed and executed research plan for a mobile phone application
- Created and usability tested HTML wireframes and OmniGraffle mockups
- Interviewed and surveyed potential users

### Harvard University Initiative for Innovative Computing

#### Scientific Collaboration Framework Intern, 5/2008 – 8/2008

- Created wireframes in OmniGraffle for three websites
- Designed and paper prototype tested a research website
- Implemented and performed usability tests on an interactive visualization using Adobe Flex, now live at <http://www.stembook.org/>

### JupiterMedia Corporation

#### Web Developer, 6/2004 – 8/2007

- Implemented and maintained web sites, including a CMS that runs a network of roughly 40 web sites
- Designed and implemented custom CMS for central portal site [www.internet.com](http://www.internet.com) using Photoshop, PHP, XHTML/CSS, and AJAX
- Wrote documentation for both developers and management

## Projects

### Nutsy Bolts – personal project, 2007 – present

- Created, designed, implemented and conducted user testing on an upcoming online multiplayer word association game (in functional beta status) using Photoshop, XHTML/CSS, PHP, jQuery, and MySQL.

### Microsoft Tag Research – week-long volunteer project, February 2009

- Interacted with visitors to Adler Planetarium to learn needs for mobile barcodes, and developed best practices and instructional poster

### WantKnot – semester-long class group project, Fall 2008

- Conducted contextual interviews, developed personas, and created interactive wireframes for a site to facilitate sharing waste materials between businesses

### Internet Archive Strategy – semester-long class group project, Winter 2008

- Performed credibility assessment and wrote web strategy report, including sitemap and wireframes, for the Internet Archive's discussion forums

### Evaluation of Whirled – semester-long class group project, Winter 2008

- Evaluated the usability of an online virtual world, using comparative analysis, heuristic evaluation, survey, and usability test

## Contact Info

404 S 1st Street

Ann Arbor, MI 48103

908.872.1323

[markandrewgoetz.com](http://markandrewgoetz.com)

Email: [mark@markandrewgoetz.com](mailto:mark@markandrewgoetz.com)

## Summary

Interaction designer with experience on web and mobile platforms. Capable of contributing to research, design and implementation.

## Skills

### Usability

- Usability Testing
- Contextual Inquiry
- Wireframing
- Prototyping
- Personas / Scenarios
- Comparative Analysis
- Heuristic Evaluation
- Cognitive Walkthrough

### Software

- Photoshop
- Illustrator
- Fireworks
- OmniGraffle
- Dreamweaver
- Axure

### Languages

- XHTML
- CSS
- JavaScript (jQuery)
- PHP (Drupal)
- Adobe Flex

## Publications

- Bauer, J., Blankenship, E., Gingras, L. and Goetz, M. *WantKnot: Connecting Organizations to Improve Their Waste Management Practices*, CHI 2009.
- Das, S., Goetz, M., Girard, L. and Clark, T. *Scientific Publications on Web 3.0*, ELPUB 2009.