

Mark Goetz

Experience

Sears Holdings Corporation

User Experience Architect, August 2009 – Present

- Design wireframes and documentation for new site features, and follow up throughout visual design and implementation phases
- Work with stakeholders to develop vision for site
- Perform analysis of customer complaints and competitor sites to understand customer point of view

University of Michigan Digital Library Production Service

Mobile Design Intern, September 2008 – December 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, May 2008 – August 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, June 2004 – August 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 using Photoshop, PHP, XHTML/CSS, and AJAX
- Wrote documentation for both developers and management

Education

University of Michigan School of Information

Ann Arbor, MI, August 2007 – May 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, August 2000 – May 2004

- B.S. in Computer Science, GPA 3.93

Projects

Nutsy Bolts – personal project, 2007 – 2012

- Created, designed, implemented and conducted user testing on an online multiplayer word association game using Photoshop, HTML/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

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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

- Visio
- OmniGraffle
- Balsamiq
- Axure
- Photoshop
- Illustrator
- Fireworks

Languages

- HTML
- CSS
- JavaScript (jQuery)
- PHP
- 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.

