

# UX Strategist/Lead

Andrea Fratto Los Angeles, CA

PHONE 310 614 1004

EMAIL amf@squareminds.com

PORTFOLIO www.squareminds.com

**OVERVIEW** **12+ years of hands-on experience** with management and execution of experience—from research, strategy and planning to requirements gathering, architecture, content strategy, interaction design, prototyping, and usability testing.

I am most interested in the evolution of the Web, its mobility and the new ways we're using technology in our lives—as a currency of information, entertainment, services, products and social interaction. In all of these scenarios, the experience should be with people and businesses, not the machine.

I'm a systemic, critical thinker with a global perspective, a great eye for detail, beauty and nuance and I love to put information in formation.

**EXPERIENCE** **1.4 years | Experience Lead** — BLITZ, Santa Monica, CA MAY 2013 - OCT 2014

Small-team or team-of-one Lead on various projects research, strategy, vision and execution for multi-platform, multi-device projects.

**3 years | Sr. Experience Architect / Lead** — Roundarch, Chicago, IL NOV 2010 - MAR 2013

Enjoyable and rewarding work on complex projects including highly secured information environments, enterprise-scale business solutions, multi-device products and discrete feature improvements. Contribute UX strategy for new business pitches and efforts to grow client relationships. Dream up new platforms for business and social media fellowships. Envision products and services for potential needs and contexts. Collaborate on- and off-site with friendly, smart and talented people.

**3 years | Sr. Experience Architect** — Tribal DDB Chicago, IL JAN 2007 - APR 2010

Worked with clients to understand business models and goals and unify strategy and measurement. Defined content strategy and prioritized information and functionality needs; Acted as user advocate. Developed architectures and conceptual models of high-level and detailed interactions with content, services, community, products and brand. Presented UX Architecture to internal and client teams for collective understanding of the Customer Experience. Researched and analyzed industry trends and competitor and leading sites; Promote knowledge sharing, usability principles, issues and techniques.

**1 year | Technical Project Manager** — Slack Barshinger, Chicago, IL JAN 2006 - DEC 2005

Enforced Technical Direction during concept development. Produced site maps and wireframes to ensure forethought of online content spaces, interactions. Provided accurate time/cost/scope estimations and drove project requirements, priorities and schedules. Coordinated with Account Management to monitor project progress and budget; Gauged resource or priority adjustments accordingly. Managed expectations, project routes, testing, documentation and archives; Ensured deliverables met functional specs.

**4 years | Web Developer / Lead Developer** — Slack Barshinger, Chicago, IL JAN 2001 - 2005

Produced myriad sites and online advertising campaigns as this B-to-B agency was introducing their clients to online media or strengthening nascent efforts. Established guidelines to optimize artwork for electronic media as well as file economy and promoted ongoing process improvement and standardization efforts for online projects. As sole developer from Apr 2002 to Feb 2003; I collaborated with off-site programmers and technical partners.

Ensured print marketing was suitably adapted for online campaigns. Provided Digital Art Direction and concept development on select projects. Worked with Account Team to determine foundation and scope of project production and provide accurate time and resource estimations. Defined Information Architecture, navigation and interface design and managed a team of 3 developers to ensure all work met usability standards. Managed all deliverables' specifications and schedules.

**EDUCATION** **Columbia College** INTERACTIVE MULTIMEDIA — 2000

Screenwriting | Writing for Multimedia | Digital Based Sound Production | Digital Photography | Typography | Geometry in the Arts | JavaScript | Visual Design for Interactive Multimedia | Computer Graphics & Animation | Independent/Team Production | Digital Video Production  
LEARNED: The click is it. It's where man meets machine. It is Pavlovian, it is needy and it should pay off. Make it beautiful and useful.

**Indiana University** LITERARY THEMES : REASON VS. PASSION — 1996

Leo Tolstoy | Johann Wolfgang von Goethe | Henrik Ibsen | Jean-Jacques Rousseau | Sigmund Freud | Chinua Achebe | Voltaire  
LEARNED: Some questions have no answer.

**Barat College** LITERARY RESEARCH & LIBRARY SCIENCE — 1990

Literary Research | British Literature | Photography | American Literature | French

LEARNED: The endless impact of passive media (printed word or image) over the centuries.

**Harper College** LIBERAL ARTS — 1989

Philosophy | Literature | English Composition | French | Creative Writing | Public Speaking | Humanities | Geology | Journalism

LEARNED: I prefer inspirational over vocational education.

**TOOLS** **UX Presentation** OmniGraffle, Keynote, Paper, Whiteboard, InDesign, iBooksAuthor

**Prototyping & Scripting** Axure 7, HTML5, XML, CSS, JavaScript, PHP

**Productivity** Excel, Google Drive/Docs, Basecamp, Evernote

**OS & Devices** IOS, Android, Smart phones, tablets