

Diana Freeman-Baer

UX/UI DESIGNER

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WORK EXPERIENCE

UX/UI Designer

HearsaySocial, San Francisco (2011 to present)

Built the creative services and product design teams. Partnered with Product Managers, engineering and executives to define product strategy. Designed a new mobile app, web products, as well as features / enhancements which balance business objectives with users' needs and social media best practices. Frequently used qualitative and quantitative research to evaluate solutions and identify user needs.

Interaction Designer

MOG, Inc., Berkeley (2010 to 2011)

Collaborated with product management, product marketing and engineering to define MOG's product strategy and grow the MOG subscriber base by 200% in under a year. Designed media players, registration / payment flows and marketing materials for the company. Conducted user experience research, prepared user interface assets and developed UI chrome for web, mobile and Roku.

Graphic Designer

Freelance Designer, San Francisco Bay Area (2009 to 2010)

° Sephora inside JCP ° Pipertime ° PopJewels ° Soundhound

UX/UI (sketch, wireframes, personas and), landing pages, emails, banner ads, print materials, environmental graphics and branding strategy.

Graphic Designer

Kodak Gallery, Emeryville (2007 to 2009)

Worked with the user experience team to design software which allowed customers to design print products on the web. Managed a production design department that created web ready assets for our software. Designed digital / print marketing content for Kodak and co-brands such as Martha Stewart, Target, Best Buy, and Adobe. Print design included catalog, direct mail, packaging and holiday greeting cards, which captured 25% of Kodak's card revenue.

Graphic Design Intern

C2, LLC / Bielenberg Design, San Francisco (2006)

Worked with managing partners to develop, design and implement a new college campus recruiting campaign for a multi-national management-consulting agency.

Office Manager / Executive Assistant

TECTA Associates, San Francisco (2003 to 2004)

Redesigned the website, brochure and identity system. Created the firm's first digital renderings for clients. Setup and maintained the first accounting system. Additional responsibilities: writing proposals and invoices, permit expediting and organizing educational seminars.

Designer & Producer

INETV AG, Munich, Germany (2001 to 2003)

Design and implementation of products and identity systems for international clients. Programed web sites and interactive CDs with video.

SKILLS

Designer with 12 years of experience in defining, designing and implementing intuitive user-centered design solutions for web, handheld devices, desktop and interactive television.

I am experienced in conducting user experience research, creating personas, wireframing and building visual and interactive style guides.

I am fluent in design and prototyping tools such as:

Illustrator	Fireworks
Photoshop	InDesign
Dreamweaver	Basalmiq

I can do basic HTML and CSS.

EDUCATION

BFA (Graphic Design)

California College of the Arts
(2004 to 2006)

BBA (International Business)

University of Missouri - Kansas City
(1997 to 2000)

International Business

Fachhochschule Furtwagen, Germany
(1999 to 2000)

Studio Art & Art History

Kansas City Art Institute
(2006 to 2007)

Additional Education

(ongoing)

UX Boot Camp
Cooper U

Usability Week
Nielsen Norman Group