

## marcy mayer

information architecture & interaction design

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### PROFILE

For the past several years I have been freelancing predominantly in information architecture and interaction design, working with boutique shops and larger agencies on major accounts including BusinessWeek, W Hotels, Bloomberg, the Houston Chronicle, Gerber, and IBM. I attend Interaction Design Association (IXDA) and Usability Professionals Association (NYC-UPA) events to discover best practices and cement relationships within the user experience community in New York at IA meetups.

### WORK HISTORY (CONTRACT & SALARIED)

- 2007 **Meta Industries**, New York (off-site contract, Sep – Oct)  
Interaction design for a social networking and content aggregation startup
- Behavior**, New York (on-site contract, Apr – Jul)  
Information architecture for a BusinessWeek prototype incorporating social networking, meeting with the client several times a week for rapid iterations of the IA and visual design deliverables
- 2006 **RDA International**, New York (on-site contract, Mar '06 – Apr '07)  
Information architecture for the redesign of the W Hotels consumer-facing website, working daily with the client, their business analysts and tech team on extensive documentation; Flash-based minisites for Nivea; IA for and participation in new business pitches including one for a Sony product site
- 2005 **Richardson+Fels**, New York (off-site contract, Oct '05 – Mar '06)  
Information architecture, HTML & CSS coding for the redesign of Bloomberg.com
- Grey Interactive**, New York (on-site contract, Feb – Mar; Jul; Aug; Dec)  
Information architecture for multiple projects and accounts including Gerber, Starburst, M&M's
- 2004 **Richardson+Fels**, New York (off-site contract, Dec '04 – Jul '05)  
Information architecture, HTML coding for the redesign of the Houston Chronicle's website (transferred from Danilo Black)
- Danilo Black USA**, New York (off-site contract, Mar; Jun – Sep)  
Information architecture, HTML coding on multiple projects including the redesign of the Houston Chronicle's website
- Organic, Inc.**, New York (on-site contract, Oct): Information architecture for Sirius Satellite Radio
- Internosis**, New York (off-site, Mar – Jun): Information architecture for a health benefits administration website
- 2003 **Nurun New York**, New York (off-site): Information architecture for multiple projects, including proposed redesigns of L'Oreal Paris USA's consumer and corporate websites
- VSA Partners**, New York (on-site): Information architecture on multiple projects, primarily for IBM
- DMG Consulting Company**, New York (off-site): Design, HTML coding
- On Demand Internet**, New York (off-site): HTML coding
- 2002 **Genergy, Inc.**, New York (salaried **Information Architect**, Jul – Dec)  
Visual design and information architecture for web-based applications monitoring and analyzing energy usage in buildings around the New York area. Developing information architecture to address the requirements of a grant promoting energy efficiency. Redesigning intranet modules such as employee time logs, purchase orders, and job tracking systems for greater ease-of-use and implementing a cohesive design standard across company applications. ASP, html, css coding.
- Bruck & Moss Artists' Representatives**, New York (off-site contract): Web design, HTML coding
- Michael Donnelly Productions**, New York (off-site contract): DHTML, HTML coding
- Feigen Contemporary**, New York (off-site contract): HTML coding
- Flat Interactive**, New York (on-site contract): DHTML, HTML coding
- VSA Partners**, New York (on-site contract): DHTML, HTML, JavaScript and graphics production for multiple clients
- Baruch College**, New York (off-site contract): DHTML implementation
- 2001 **Baby Gifts Plus**, New York (off-site): Migrating existing, static web site to shopping system
- Wiya Solutions, Inc.**, Herndon, VA (off-site): Design, programming, and Flash animation for a software demo
- Aquent**, Stamford, CT (off-site): Information architecture for a gartner.com line-of-business site
- VSA Partners**, New York (off-site): DHTML, HTML, JavaScript and graphics production for multiple clients
- 2000 **Thaumaturgix, Inc.**, New York (salaried **Information Architect**, Sep '00 – Jan '01)  
Creating site maps, functional narratives, process flows and usability test questions for client websites and internal applications.
- 1998 **Circle.com** (formerly **Interactive Bureau, LLC**), New York (salaried **Programmer**, May '98 – Aug '00)

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Developing website information architecture and presenting to clients. Designing web interfaces from initial concept through production. Hand-coding complex websites. CGI and database development. Netscape Enterprise Server administration and user account management. Mac and PC troubleshooting, software installation. Writing and compiling technical documentation.

**Agency.com**, New York (salaried **Site Builder/Site Manager**, Oct '96 – May '98)

HTML coding, graphics production, Javascript and DHTML for such diverse clients as MetLife, Central Park Summerstage, British Airways and Monsanto. Production team leader for GTE account, working closely with producers and creative directors to keep projects moving under tight deadlines. Responsible for quality control, time estimates, light project management, occasional Perl scripting and HTML coding.

1996 **Kingswood Interactive**, Ardmore PA (salaried **Assistant Producer/Designer**, Jan – Sep)

HTML coding, graphics production for websites and an interactive kiosk; layout for in-store displays, manuals and posters using Quark Express

### URLs

Please visit [www.marcymayer.com](http://www.marcymayer.com) for a preview of my portfolio, or browse these websites to which I have contributed interaction design:

W Hotels: [www.whoels.com](http://www.whoels.com)  
Bloomberg: [www.bloomberg.com](http://www.bloomberg.com)  
The Houston Chronicle: [www.chron.com](http://www.chron.com)  
Metro Newspapers: [www.metroactive.com](http://www.metroactive.com)

### EDUCATION

BA in Art-Semiotics from Brown University