

ERICA JOY DECKER

SUMMARY

Ambitious user experience designer with exceptional communication skills, the ability to work across disciplines, and a penchant for clean designs, beautiful code, and intuitive functionality. Experience in research, analysis, information architecture, interaction design, usability studies, prototype engineering, visual design, and front-end development.

EXPERIENCE

User Experience Designer, Marker Seven Interactive

JULY 2010 – PRESENT, SAN FRANCISCO, CALIFORNIA

I research and analyze user groups, goals, brands, identities, design trends, psychology, and principles of human factors. I lead the way for interviews, user studies, personas, mental models, sitemaps, use cases, wireframes, usability studies/tests, and sometimes design and front-end interfaces. As the sole full-time user experience designer, I provide the whole UX package.

Web Consultant, www.ericadecker.com

NOVEMBER 2006 – PRESENT, SAN FRANCISCO, CALIFORNIA

Worked face-to-face with clients to develop their web projects, often from start to finish. Clients have included small businesses, university programs, and non-profits.

Teaching Assistant, Clarkson University

AUGUST 2009 – DECEMBER 2009, POTSDAM, NEW YORK

Developed tutorials and teaching modules on XHTML, CSS, basic PHP, Photoshop, Dreamweaver, design principles, and design trends for web design students.

Web Design Intern, Foraker Design

MAY 2009 – AUGUST 2009, BOULDER, COLORADO

Designed user interfaces, campaigns, and experiments in increasing user traffic. Led usability studies and reworked information architecture systems on information-dense websites. Developed, maintained, and debugged front-end technologies for various web projects.

Web Team Lead & Database Intern, Clarkson University

JANUARY 2007 – MARCH 2009, POTSDAM, NEW YORK

Managed a team working on the Clarkson University site, and affiliated sites, under strict deadlines. Used HTML/CSS/PHP/SQL to design and implement an issue tracking system and an online alumni-tracking database. Aided in the launch of a re-design with over 10,000 pages.

Bachelor of Science, Communication & Media

AUGUST 2006 – DECEMBER 2009, CLARKSON UNIVERSITY, POTSDAM, NEW YORK

Graduated with Distinction (Cum Laude) Emphasis on Web Development, Minor in Psychology. Cumulative GPA: 3.739, Major GPA: 3.893

International Study, Digital Arts & Sciences

MAY 2008, TSINGHUA UNIVERSITY, BEIJING, CHINA

Studied interactive design using Flash and ActionScript. Received the top grade in the course.

Contact

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Expertise

User & Stakeholder Interviews
Competitive Analyses
Persona Development
Mental Models
Requirements & Functional Briefs
Sitemaps
User & System Flow Charts
Use Case Diagrams
Wireframes
Prototype Engineering
Usability Studies
Visual Design
Front-end Development

Tools

Visio & OmniGraffle
Photoshop & Illustrator
CSS, XHTML, PHP
Drupal & WordPress

Awards & Achievements

Featured in many CSS galleries
Try Googling 'Erica Decker'
Psi Chi Honor Society
A few Tech. Communications awards
Girl Scout Gold Award
CU Leadership Scholarship
Presidential Scholar
Dean's List

Who I've worked with

Earthbound Organics
Method Home
Pearson Education
BreastCancer.org
Ooma
Zephyr Real Estate
Ghirardelli Chocolate
Stanford University
The Koret Foundation
Boulder Economic Council
Clarkson University
StopWaste.org
The Tor Project

Random facts about me

I was a NYS fly fishing champ.
I sang in a vocal jazz ensemble.
I've sailed and docked a ship.