

joy ray **user experience : information architecture : usability**

home 310-450-4550
mobile 213-999-2225
email joy@joy-ray.com

overview

- Creative user experience professional with strong conceptual, interpersonal and presentation skills
- Significant experience in automotive, financial services, consumer packaged goods, entertainment, publishing, wireless, technology, travel
- Areas of focus include information architecture, usability testing, consumer research and content strategy and development

experience

consultant **user experience, information architecture, usability**
10.04 - present Provide consulting services to clients in a range of industries.

nextleft **director of experience design**
4.03 – 10.04 Led a team of information architecture and usability professionals to deliver innovative web sites and integrated marketing solutions.

key accounts **countrywide financial**
Several strategic and design engagements, including redesigns of the corporate intranet and the customer account self-service site.

kyocera wireless
Led a redesign of the corporate site and stores, including ethnographic research and iterative usability testing.

nestle-purina
Worked on projects to differentiate key brands in the portfolio, including Fancy Feast and Alpo.

conagra
Defined unique online user experiences for brands such as Hunts, Butterball and Chef Boyardee.

zentropy **senior experience architect**
partners Specified site functionality, architecture, and navigation for database-driven
4.01 – 4.03 ecommerce, automotive and marketing websites.

key accounts **general motors**
Led or participated in numerous projects including the redesign of GMBuyPower.com, DealerWorld (intranet) and DealerLink (extranet).

reebok
Developed e-commerce, marketing and content sites including reebok.com and reebokwomen.com.

dell
Helped secure continued work from longtime client Dell, including engagements for support.dell.com and an internal brand style guide.

autoland 12.00 – 4.01	product manager Managed a co-branded automotive shopping web site including promotions, partner/dealer extranets, administration tools and sales tools; defined business requirements, site maps, wireframes and copy; created online and offline marketing collateral to support internal and external launches; managed contractors.
full moon interactive 12.97 – 12.00	creative director 8.00 – 12.00 director of content development 1.00 – 8.00 senior content specialist 12.97 – 12.99 Helped grow and define the company's user experience and creative capabilities, at one point managing a team of twenty graphic designers and content specialists/information architects. Areas of responsibility included creative direction, information architecture, content strategy and content development.
key accounts	dell Sites including several sections of dell.com, the corporate intranet and DellTV. southern california edison Sites including sce.com, scebiz.com, edisonathome.com and edisoncars.com. variety Led the content and information architecture specification of variety.com. citibank Led the pitch and creative development of the Citibank Private Banking site.
disney 6.96 – 12.97	intranet producer : disney interactive Responsible for maintenance of the corporate intranet, including working with developers, business analysts and marketing staff to develop plans, milestones and solutions.
producer 8.92 – 7.97	music videos and commercials propaganda/satellite, nitrate films, oil factory, chelsea pictures spike jonze, danny elfman, julian temple, kevin kerslake Worked with teams to bring the director's vision to life; created project plans, schedules and budgets; managed projects to cost, timing and quality goals; successfully managed in a high-intensity, high-change environment.
journalist 2.94 – 2.98	interviews and opinion detour magazine, launch.com, hob.com, la downtown news
education	sarah lawrence college, bronxville ny sarah lawrence in florence, italy ucla extension: fiction writing courses
professional affiliations	sigia

references and updated client list available upon request

portfolio available at www.joy-ray.com/joyray_portfolio.pdf