

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

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aim joyrray

- overview**
- Creative user experience professional with strong conceptual, interpersonal, presentation and leadership skills
 - Significant experience in automotive, financial services, consumer packaged goods, entertainment and gaming, technology and telecom, travel and recreation, e-commerce, health and medical, mobile/tablet, and social media
 - Areas of focus include information architecture, digital strategy, requirements definition, workshop facilitation, usability testing, consumer research, content strategy and development

experience

consultant **user experience, information architecture, usability**
2004 - present Provide consulting services to clients across a range of industries.
 Client list available upon request.

nextleft **director of experience design**
2003 - 2004 Led a team of information architecture and usability professionals to deliver innovative digital marketing solutions.

key accounts **countrywide financial**
 Consumer research and numerous initiatives including a redesign of the corporate intranet and the account self-service site.

kyocera wireless
Consumer research and multiple initiatives including the marketing web site, accessory store, and product/campaign microsites.

nestle-purina petcare
Multiple brands/sites including fancyfeast.com and alpo.com.

conagra
Multiple brands/sites including orville.com, hunts.com, butterball.com and chefboyardee.com.

zentropy partners 2001 - 2003	senior experience architect Lead information architect for complex projects.
key accounts	general motors Consumer research and numerous initiatives including gmbuypower.com, DealerWorld (intranet) and DealerLink (extranet).
	reebok Consumer research and numerous initiatives 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 2000 - 2001	product manager Managed a co-branded automotive shopping web site including promotions, partner/dealer extranets, administration tools and sales tools; defined business requirements, information architecture and copy; created online and offline marketing collateral; managed contractors.
full moon interactive 1997 - 2000	creative director director of content development senior content specialist 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.
key accounts	dell Multiple initiatives for dell.com, the corporate intranet and DellTV.
	southern california edison Multiple initiatives including sce.com, scebiz.com, edisonathome.com and edisoncars.com.
	variety Led the content and information architecture specification of variety.com.
disney interactive 1996 - 1997	intranet producer Responsible for the corporate intranet, including working with developers, business analysts and marketing staff to define requirements and implement site enhancements.
education	sarah lawrence college, bronxville ny sarah lawrence in florence, italy ucla extension: fiction writing courses

references, portfolio and updated client list available upon request