

Nina Eleanor Alter

User Centric Product Design + Strategy

## Professional

**Independent consultant** Portland, OR; *previously San Francisco, CA*  
May 2007 - March 2010, January 2012 - Present

Digital product design, strategy, and research (UX, Interaction design, visual design, inclusive within that). Clients include: Freedom of The Press Foundation, Internews, TOR Project, California DMV/Department of Technology, Yahoo!, Oracle, Palm Inc.

**Equal Together** San Francisco, CA  
May 2014 - August 2015

**Solo founder with Y Combinator funding & mentorship\***

The frenzy of workplace diversity: quantified. Opt-in analytics and benchmarking tool for capturing human capital metrics from resume solicitation, candidate evaluation, and employee tenures; for public consumption through publication to a standardized human capital index.

*\*My YC relationship was one of 501(c)3 funding through a fiscal-sponsor & direct mentorship by partners, and not in a Class. For YC it was a beta-run of things later implemented in YC's Fellowship and Research programs.*

**Adobe Systems** San Francisco, CA  
April 2010 - January 2012

**Senior user experience designer**

Worked directly with Adobe Consulting's enterprise customers who had made significant investments in LiveCycle, Acrobat, Flash, and Omniture. Principal on Adobe Consulting's T-Mobile account.

**Yahoo! Inc.** Sunnyvale, CA  
March 2005 - March 2007

**Senior visual designer**

Senior visual designer w/in the *Network Standards* group on the *Yahoo! Platform UX* team. Previously, senior visual designer w/in the *Yahoo! HotJobs* UX team. Key projects included Y! User Profile/Identity, Registration, and the recruiter and job-seeker experiences on the *HotJobs* applicant tracking system.

**America Online** Mountain View, CA  
March 2004 - November 2004

**Senior visual designer**

Recruited to join new/experimental team in Mountain View. Key projects included AMP, YGP, and new broadband-centric (cough, 2004) browser for AOL. A short engagement, but my introduction to digital product design.

*Bay Area, California*  
July 1995 - August 2003

**Art director, senior print + packaging designer**

Clients, projects and employers include: WiReD Magazine, FOX Racing, O'Neill Inc., \*surface Magazine

## Education

**California College of Arts and Crafts** (*regrettably renamed to CCA*) Oakland + San Francisco, CA  
Attended 1992-97, 2001; degree confirmed Fall 2001

### BFA Graphic Design

**Thesis:** "Playing God: Surveillance and the Social Psyche," presented Spring 1996.

**Awards:** Inclusion of Senior Thesis in the 1997-8 Catalog, 1996 All College Honors, 1994-6 "Concept" juried show.

## Et cetera

### Professional organizations

IxDA PDX · Chapter co-lead, PDX Interaction Design Association. Curating 2016-current programming to bring Portland designers into global UX conversations, cultivate our community, and to push the boundaries of our work.

CHIFOO · Oregon chapter of the ACM SIGCHI.

DorkBot · International organization of artists working with electronic media.  
Byline: "People doing strange things with electricity"

### Survival Research Labs San Francisco, CA

July 2003 - Present

#### Contributing artist, builder, machine operator, general crew

Since its inception in 1978, SRL has operated as an organization of creative technicians dedicated to re-directing the techniques, tools, and tenets of industry, science, and the military away from their typical manifestations in practicality, product, or warfare. Performances consist of a unique set of ritualized interactions between machines, robots, and special effects devices.

### The Crucible Oakland, CA

April 2008 - 2011

#### Instructor in youth program metalworking & bicycle mechanics classes, event volunteer

The Crucible is a non-profit educational facility that fosters a collaboration of Arts, Industry and Community. Through training in the fine and industrial arts, The Crucible promotes creative expression, reuse of materials and innovative design while serving as an accessible arts venue for the public.

## TCOB Random

### Experience highlights, values, etc.

- Contributor to multiple open-source projects. Open-source and security need usability!
- In April 2018 completed California DMV's new driver license application project that included voter registration, commercial applications, companion paper forms, and an agent experience. Internationalised in 10 languages for 36 Million customers, and will be used daily by +6,000 agents in ~172 offices state-wide.
- Research: Contextual inquiry, Ethnographic research, writing user surveys, conducting & writing remote and in-person usability testing studies, directing collaborative team synthesis, building iterative prototypes.
- HTML5 and CSS3, fluent; Javascript familiar; Bootstrap & X-Code/native UI elements fangirl. Learning Git. Always a proactive co-conspirator with developers/engineers, but a slow as hell coder, myself.
- Agile: yes. Pivotal Tracker, Jira: fluent.
- Client-site workshop planning & facilitation. Business discovery, technology discovery, existing software auditing & gap-analysis fact finding, requirements gathering, and collaborative ideation.
- Mentorship of younger designers to develop their POV, passion, client skills, and confidence in their craft.
- Localization best-practices, community best-practices, copywriting for UI best-practices.
- Strong attention to typography & grid-systems as key design elements, and to information design as requisite cognition-candy.

### General Cubicle

Sketch, fluent; Adobe CC products, fluent; Omnigraffle, fluent; Invision + Zeplin, fluent; Axure, regrettably fluent; Mac OSX, Apple kid for 20+ years; Windows, uugh; QubesOS on Debian, learning; Git, learning. Frammer, learning. Arduino, continually poking-at. Many years of experience working remotely, and with teams overseas.

*No end in sight for love affair with butcher paper, pencils, markers and Post-It notes...*