

carriechan

INTERACTION DESIGNER

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education

Master of Design

Academy of Art, San Francisco, CA | Current—Part time
Graphic Design

Master of Design

Carnegie Mellon University, Pittsburgh, PA
Interaction Design

Honors Bachelor of Science

University of Toronto, Toronto, Canada
Specialist, Artificial Intelligence / Major, Computer Science / Minor, Linguistics

selected experience

Product Designer | March 2012 to May 2012

Groupon, Palo Alto, CA

Responsible for redesigning the entire checkout flow for the Groupon.com redesign, taking into account the needs of all channels (Groupon Now, Getaways, Goods, regular deals)

- Analyzed the current checkout flow, sketched out alternative flows for the best customer experience and for maximum conversion rates.
- produced complete wireframes for two different directions
- created dozens of different visual mockups for the entire flow, including creation of new assets; worked with copywriter to create a checkout flow that embodied the Groupon brand.

Responsible for a variety of smaller enhancements to Groupon Goods, including better handling of multiple goods selection and better landing pages.

Senior Interaction Designer | September 2008 to January 2012

Nokia Advanced Design, Sunnyvale, CA

Responsible for clarifying and translating business opportunities through design. Subject areas included healthcare, education, social networking, augmented reality, voice UI, and e-commerce.

- Major role in creating a new mobile service to improve medication adherence for HIV+ youth. Led research activities, conceptualized with developers as well as target users, created wireframes and worked with developers to release a pilot test in Brazil, with very successful results.
- Responsible for redesigning commonly used mobile apps, by rethinking people's behaviors around them. Turned everyday actions into fun, simple experiences. Came up with new interaction models and influenced thinking that went into some of the new apps in the new Windows Phone platform.
- Did in-depth explorations around audio interactions and interfaces. Am a listed inventor in two patent filings for this work.
- Spent lots of time advocating design and the design process in the company. Helped forge long-term relationships between Nokia Design and other groups within the company.

Lead Interaction Designer | Summer 2008

University of Pittsburgh Medical Center, Pittsburgh, PA

Lead interaction designer on a six person multidisciplinary team designing an at-home health care business. Gave direction and led user research and concept development. Provided guidance and presented ideas and final business pitch to VCs.

Service Design Researcher | May to August 2007

IBM T.J. Watson Research Center, Hawthorne, NY

Developed new ways for visualizing service engagements from the customer perspective, including how to map emotion and satisfaction. Helped educate and advocate design in the corporate setting. Work is featured in Don Norman's *Living With Complexity*.

Interface Design Researcher | June to August 2005

Pittsburgh Science of Learning Center, Pittsburgh, PA

Researched, conceptualized, prototyped, and redesigned the Cognitive Tutor Authoring Tools. A self-driven project, mentored by two professors at Carnegie Mellon University.

Cognitive Development Researcher | September 2004 to September 2005

University of Toronto Cognitive Development Lab, Toronto, Canada

Designed and performed research experiments for three to five year olds. Developed skills in psychological research methods. Learned to do research with families and young children.

publications + other appearances

- Chan, C., Bruce Hanington and Shelley Evenson. "From Stravinsky to Starbucks: Learning from Classical Music to Create Better Service Experiences". Design & Emotion 2008 Conference Proceedings, Sustaining Dare to Desire, 6-9 Oct 2008, School of Design and Design & Emotion Society.
- Spraragen, S. and Carrie Chan. "Service Blueprinting: When Customer Satisfaction Numbers Aren't Enough". DMI Education Conference 2008.
- Spoke at SexTech2009 about Nokia's design process for an HIV+ medication adherence project
- Service blueprinting work is featured in Don Norman's *Living With Complexity*. Ch 6 p156-158.
- Presented my thesis work at the Design and Emotion conference 2008, Hong Kong
- Spoke about the role of service design on a panel for CMU's President's Weekend 2007

methods

user research, competitive analysis, territory and stakeholder maps, brainstorming, service blueprinting, journey mapping, persona development, contextual inquiry, interviewing, surveys, concept development, participatory design, scenario development, storyboarding, wireframing, prototyping, UI design, visual design, usability testing, videosketching, and asking the right questions!

tools

Can use in my sleep: Illustrator, InDesign, Photoshop

Can use fluently with the occasional Googling: AfterEffects, Dreamweaver, Fireworks, Flash

Have used extensively in the past: ActionScript, CSS, HTML, Java, PHP

Must-haves: Sharpies, Pilot Hi-Tec-C's, paper, and post-its
Mac and Windows friendly... but prefer Mac :)