

Paige Sáez

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CLIENT PROFILE

Nike, Citibank, Coca-Cola, Zipcar, Heineken, Levi's, Electronic Arts, Target, Yammer, Nasa, Livestrong, Old Spice, Michelin, Laika, Proctor & Gamble, Oregon Tourism, Platial, Meedan, Alphaclone, ISITE Design, Planet Argon, Pacific Northwest College of Art, Reed College.

FOCUS

Strategic planning and user-centered experience design for interactive, mobile products and services including Web and mobile applications.

EXPERIENCE

Makerlab 2007-Present

Director of Strategy/Founder

- Conducted market research throughout engagements
- Provided early-stage and ongoing strategic planning
- Documented design specifications and functional requirements
- Developed prototypes and presentations to demonstrate designs
- Created navigation structures and documented information architecture
- Designed and built web and mobile applications

Wieden and Kennedy 2008-2010

Strategic Planner in Interactive and Mobile

- Concept and strategy for digital, mobile and out of home interactive campaigns
- Create social media strategy and outreach programs
- Balance competing demands to produce optimal solutions
- Define and perform sentiment tracking methods for programs
- Conduct market research, user research, usability testing
- Recommend actions and responses indicated by research
- Provide early-stage strategic and content planning and online brand management

ISITE Design 2008

Information Architect

- Documented information architecture through site and concept maps
- Illustrated interaction paths using wireframes and flowcharts
- Created illustrative interactive models
- Documented content, business and functional requirements
- Balanced user, business and technical demands to enhance solutions
- Produced prototypes and presentations to convey solutions effectively
- Informed stakeholders including management, developers and clients
- Conducted ongoing market and user research, iterative usability testing
- Reported recommendations internally and to clients

Planet Argon Design & Development 2007-2008

Interaction Designer

- Balanced multiple sets of requirements to meet client needs
- Documented business and user requirements
- Created information architecture and navigation structures
- Communicated interaction paths and described design specifications
- Created prototypes and presentations to explicate designs

Platial.com 2005-2006

Community Advocate

- Created and implemented cross-media guerilla, social media outreach campaigns
- Planned and created content for the site

EDUCATION

M.F.A.
Interaction Design for Participatory Cultures
Pacific Northwest College of Art (PNCA)

B.S.
Urban Architecture
Portland State University

B.F.A.
Media Studies
Alfred University

TOOLS

Mac, Adobe CS, Omnigraffle, Textmate, Coda Google Analytics, Google Ad Buyer, SEOMoz, Radian6, HTML5/CSS3, Javascript, JQuery, Ruby, PHP

INTERESTS

Interaction design, HCI, sociable media, critical theory, clothing design, cycling

AFFILIATIONS

Interaction Design Association (IXDA) Steering Committee, SIGCHI, SIGART, SIGGRAPH, CHIFOO, DorkbotPDX, Red76 Arts Group, Makerlab

TEACHING

Forward Thinking: The role of Interactive Design in Art (PNCA)
January 2009

Site Specificity in the Digital Age (PNCA)
May 2009

RESIDENCIES

Banff Center for New Media July 2009
Caldera October 2008