

## CURRICULUM VITAE

# FRANCES GANT – USER EXPERIENCE DESIGNER

PORTFOLIO OF WEB AND GRAPHIC WORK: [www.shiningpixel.com](http://www.shiningpixel.com)

LINKED IN: <http://www.linkedin.com/in/francesgant>

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- MSc in HCI.
- 11+ year's digital industry experience.
- Experience across varied sectors, media and platforms.
- Instinct for understanding users.
- Passion for making things make sense for people.
- Pragmatic, intelligent and flexible approach to research and design.

## EMPLOYMENT

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### Postgraduate Researcher

#### *University College London Interaction Centre (UCLiC)*

September-October 2011

- \* Qualitative study of medical device usage; funded extension of dissertation research.
- \* Contributing to awareness of context of use for devices in hospitals, as part of CHI+MED project (Computer-Human Interaction for Medical Devices).

### UX Intern

#### *Rated People (ratedpeople.com)*

February-May 2011

- \* User research role with tradesman recommendation site.
- \* Contributing to: testing of tradesman experience & generation of ideas from test results; design of job submission form; development of homeowner personas.

### Web Designer

#### *Consortium of LGBT Voluntary and Community Organisations*

October 2008-August 2010

- \* Added dynamic functionality to web offering.
- \* Increased site visiting times and number of pages per visit.
- \* Designed and built website using user-centred methods.
- \* Website information architecture, site analysis, requirements gathering, card sorting, user testing.

### Graphic Artist

#### *Shutterfly.com - Creative Services*

June 2007-April 2008

- \* Introduced efficiency in production work and created resources to share techniques.
- \* Designed visual site content, merchandising assets and promotional emails.
- \* Online and print mechanicals created to specs and corporate style guidelines.

### Web and Print Designer

#### *George Lucas Educational Foundation - Edutopia Website & Magazine*

2005-2007

- \* Management of CMS transfer – migrating 100s of new and legacy items to new system.
- \* Web production, email newsletters, coding xhtml, css.
- \* Magazine page composition/typography (for print version).
- \* Picture research and selection; photography, image correction and composition.

## **Web Production Artist**

**University of California San Francisco**

2005-2007

- \* Web design and production for 15+ university sites.
- \* Took initiative to improve copy and flow of content.

## **Freelance Designer**

Since 2000

*Clients have included - Lee Marrs Artwork, eXOsports, Golden Associates, NeedleWorks Embroidery, Mike Hreha and Associates, Schools Out.*

- \* Plan, design, construct and redesign client sites.
- \* Photography, branding and print collateral, Flash animations/edits.

## **Print Designer/Production Artist**

**London Borough of Hammersmith and Fulham – Print unit**

1990-2000

- \* Design, layout, creation of in-house graphics and print collateral.

# **EDUCATION AND TRAINING**

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## **MSc Human-Computer Interaction with Ergonomics (HCI-E)**

*University College London 2011*

- \* Masters dissertation: a qualitative study of situated use of medical devices in hospital wards.
- \* Practical and group assignments to apply learning of HCI theory and methods.

## **BA Social Anthropology 2.1**

*London School of Economics and Political Science 1987*

## **Web Design Certificate**

*Center for Electronic Art, San Francisco, CA 2000-2002*

- \* User-centered multimedia design, production and information architecture studies.

## **Professional training**

- \* Graphic design classes (St Martins School of Art 1999)
- \* Certificate of Photosetting and Origination (London College of Printing 1992)

# **OTHER INFO**

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## **UPA Membership**

**Tool Kit:** Research methodologies: ethnography, contextual enquiry, card sorting, surveys, think-aloud and remote user testing, heuristic evaluations, site analytics; Project elements: study design, participant recruitment, interview moderation, analysis and reporting; Design techniques: wireframes (Axure), storyboards, persona and scenario development, low-fi prototypes, site building (html, javascript, css, cms, Dreamweaver); Visual asset development: Photoshop, Illustrator, InDesign, Flash, Fireworks, ImageReady.

- Sites created/coded:** <http://www.shiningpixel.com/> (my web and graphic design portfolio)  
<http://www.lgbtconsortium.org.uk/> (site redesign)  
<http://www.leemarrs.com/> (website rebuild and design of navigational elements)
- Sites contributed to:** <http://www.shutterfly.com/> (site content design and production)  
<http://www.edutopia.org/> (online magazine production)