

Jeff Howard Designer

Education

Carnegie Mellon University.
Pittsburgh, Pennsylvania.
M.Design in Interaction Design. 4.0 GPA.
Graduated May 2005.

Southwest Missouri State University.
Springfield, Missouri.
BFA in Design. Summa cum laude.
Graduated May 1998.

Professional Skills

Experience leading
interdisciplinary design teams.
Design research methods including:

- Field Observation
- User Interviews
- Card Sorting
- User Personas
- Generative Prototyping

Superlative craft and attention to detail.
Strong typographic sensibility across
print and digital media.
Command of scripting languages
and inherent architectures.
Unbounded curiosity.

Interests

Sleight of Hand Magic
Physical Computing
Cycling

Design Experience

Freelance: June 2006–present.
Independent Design Consultant with expertise leading design and research efforts
for Bay Area start-ups and non-profits and collaborating with design consultancies
on web, mobile, consumer electronics and service design projects.

Cooper: August 2006–February 2007.
Design Consultant with experience conducting and documenting research for
financial, enterprise and consumer electronics clients. Also led the re-design and
documentation of software for a hand-held medical device.

Smart Design: August 2005–July 2006.
Interaction Designer responsible for the planning, design and documentation of
digital and physical interfaces for Fortune 100 clients. Also responsible for the
planning, execution and analysis of design research.

CMU School of Design: August 2003–December 2004.
Designer for the DMM Transformation project, a collaboration with the United
States Postal Service to evangelize user-centered design principles within the
organization while redesigning the 1,500-page Domestic Mail Manual.

iMarlin (formerly Modus Design): January 2001–August 2002.
Interactive Designer responsible for the concept, design and production of
applications, websites and CD-ROMs. Managed the design and launch of a robust
print-on-demand e-commerce platform for multiple clients.

D3 Design: July 1998–December 2000.
Designer responsible for the design and production of one- two- and four-
color publications. Responsible for the coordination of new media teams and
establishing new media standards.

Teaching Experience

CMU School of Design: August 2004–May 2005.
Instructor for *Computing in Design*. Taught a graduate- and undergraduate-level
course introducing designers to fundamental concepts of programming through
the Macromedia Flash MX environment.

SMSU Department of Art & Design: August 2001–May 2003.
Instructor responsible for the development of lesson plans and the instruction of
undergraduate-level courses including *Design for New Media*, *Introduction to
Computer Graphic Design* and *Graphic Design Systems*.