

## **Vaughn Aldredge**

User-experience designer  
vaughn@sonic.net

I direct user-experience design. For the past eight years, I have led the design and implementation of simple, easy-to-use web and software interfaces that provide intuitive, effective experiences for their users. My skill set would benefit any team needing leadership in this area of product development, or a smaller company needing to integrate the push for optimal design with first-to-market realities.

### **Professional History/Accomplishments**

#### **Intelligent Results**

Lead Interface Designer  
April of 2002 to present

Acting MarCom Art Director  
2004 to present

Responsible for leading the design of three world-class, web-based software applications. In addition, currently the acting art director for the Marketing Communications Department.

#### **Major UI Projects:**

- IRStrategy
- IRAnalytics
- IRDiscover (redesign)

Complete user experience design of these three web-based applications, including: task analysis, user flow design, interaction design (many rounds of clickable wire-frames), and visual design.

#### **Key Features:**

- Interfaces for Strategy Tree, Formula and Action creation for informed decisions and strategy optimization
- Interfaces for Data Set Harvests, as well as Data Sample, Variable, and Predictive Model Creation
- Model Results Analysis and Comparison workflow and UI
- Advanced Variable Characterization and Transformation workflow and UI
- Processing Queue and queue scheduling workflow and UI
- Variable Selection UI (scaled to thousands of variables)
- Advanced Queries for multiple data types simultaneously
- Pivot Table Redesign (new structure, input redesign, and sort)
- v1 Issue Builder (surface common terms with values, document viewer UI)
- v2 Automated Issue Discovery (automated mixed-data Discovery, Analytics UI with automated ROI tables)

#### **Major MarCom Project:**

- Designed Intelligent Results identity and brand style guide
- Produced identity roll-out: online, print, and trade-show booth

#### **Amazon.com**

Lead Interface Designer  
Amazon.com Cross-site  
October of 2000 to April 2002

Senior Designer  
Amazon.com ACN (Amazon.com Commerce Network)  
January of 2000 to October 2000

Senior Designer  
Amazon.com Marketplace  
April of 1999 to January 2000

Responsible for the design of industry standard, database-driven interfaces, design and production of graphical elements on the site, improving the performance of existing interfaces/user task flows, as well as designing for testing and analysis in all phases of production.

**Amazon Highlights:**

- 2000 Redesign of Amazon Product Page
- Designed Look & Feel for Single Page Checkout
- Redesigned ACN partner Greenlight.com and helped integrate Drugstore.com
- Design of Target Store on Amazon.com
- Designed templates for and helped to create specification for general partner integration moving forward at Amazon.com
- Designed and helped to develop the specification for New and Used parity on the product page
- Lead the design of Catalogs and Restaurant Search
- Designed zShops and Version 2 of Amazon Auctions
- Designed Templates for Marketplace Tutorials
- Designed Seller Storefronts and Advanced Seller Tools for supply chain and billing management
- Redesigned Amazon's buttons; wrote specification for usage

**USWest**  
now Qwest

Full-time Contract Web Graphic Designer  
USWest Creative Services (now Peak Systems)  
November of 1998 to April of 1999

**Major Project:**

Complete 1999 redesign of USWest.com

**I offer specific expertise in these areas:**

- User experience design: User/task analysis, workflow design, interaction design (functional rapid prototyping), and visual design
- Information Architecture: Display of complex, dynamic information systems, taxonomies, and navigation
- Prototype Production: HTML, CSS, image optimization, browser compatibility issues, with light Javascript and PHP background
- Graphic Design and Illustration: Thorough education in classic design principles, including: advanced typography, color theory, marketing design; represented illustrator from 1992 to 1998: clients included Safeco, Adweek, ComputerWorld, Detroit Freepress, and Scholastic Magazine
- Tools: Macintosh user fluent in Photoshop, Dreamweaver, and Illustrator (also familiar with PC versions of the same)

**Education**

Associate of Applied Arts in visual communication  
Concentration on illustration and graphic design  
Art Institute, Seattle.

Attended Student Studio; comprised of the top ten students. GPA 3.92, 1991

Summer Magnet Program  
Parsons School of Design, New York. GPA 4.0, 1988

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