

# Michelle T. Chin

Washington, DC area  
michelletchin@mac.com

## SUMMARY

- Solid background in graphic design and quality assurance, providing a full-circle perspective for user experience design
- Energetic, creative mindset and pioneering attitude for innovation and change
- Master of Science degree in Interaction Design and Information Architecture with a focus on mobile application design and user research
- Portfolio available at <http://www.michelletchin.net>

## TECHNICAL SKILLS

### User Experience:

- Interaction design (Web sites, mobile applications)
- Audience analysis (user research, interviews)
- Persona and scenario design
- Information architecture
- User testing
- Crowdsourcing, collaborative-effort strategies
- Persuasive design
- Accessibility, Section 508 regulations
- Usability
- Quality assurance testing (software, electronic documents)

### Creative:

- Interface design (Web, mobile)
- Visual information design
- Print-based document design
- Wireframe development
- Prototyping (paper, digital)
- Storyboarding
- Presentation graphic design
- Video editing

### Development:

- HTML5
- CSS
- PHP
- MySQL
- Some JavaScript, ActionScript 3.0

### Tools:

- Adobe Creative Suite: Acrobat, Bridge, Dreamweaver, Fireworks, Flash, InDesign, Illustrator, Media Encoder, Photoshop, Premiere
- Microsoft: Office, Visio
- Other: Apple iLife, Axure, Bamboo and Cintiq tablets, Camtasia, Final Cut, FTP software, JAWS, LucidChart, Mind42, Morae, NetBeans, Prezi

## EXPERIENCE

### Senior Graphic Designer, Serco Inc. Rockville, Maryland

*April 2003 – present*

- Designed and created user interfaces and content graphics for Web-based training (WBT), Web sites, electronic performance support systems (EPSS), and promotional print products for various federal government clients
- Developed and composed storyboards for Web sites, programmed HTML and CSS code for the sites' templates and pages, authored Web site maintenance manuals for clients
- Served as lead designer on major, high-visibility projects including marketing and design efforts for the company's demonstration center and client open house events
- Specifically requested to design and develop deliverables on high-profile projects which included:
  - VA for Vets because of my innovative and creative ideas
  - Department of Justice – Asset Forfeiture and Money Laundering Section because of my attention to detail and ability to handle tight deadlines
- Conceptualized project design ideas for WBTs including unique and interactive instructional methods for educating end-users
- Served as task lead for a mobile application project, which included evaluating consumer mobile device standards, investigating the best methods for design and development, advising on best practices for mobile interaction design, and defining and implementing project tasks for team
- Won the business unit's contest for most innovative mobile application design with the "Bridge the Gap" app – an app that catches the older workforce up to speed on the latest technological tools available to them
- Revitalized the look of print-based documents to make the content easier to read and understand – sometimes providing creative solutions for clients with budget or software constraints

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**EXPERIENCE** **Quality Assurance Specialist, Serco Inc.** *September 2003 – present*  
(continued) *Rockville, Maryland*

- Advised instructional designers on layout concepts, usability, and Section 508 Web accessibility regulations
- Tested with a strict attention to detail WBTs, EPSSs, assessments, Web sites, and other digital media products for defects, usability, and Section 508 conformance
- Interpreted Section 508 regulations and created educational guides on accessibility and Section 508 compliance for paper, Web, video, software, and multimedia products for the department.
- Facilitated training for teams and individuals on the best practices for accessibility, Section 508 regulations, and user experience
- Managed, organized, and revised a thorough and stringent quality assurance testing process for all deliverables

**Multimedia Developer, Serco Inc.** *May 2001 – April 2003*

Assigned to the Library of Congress – Congressional Research Service (CRS) Contract  
*Washington, District of Columbia*

- Redesigned the "HotMap," a pivotal site for Congressional staff, for better usability
- Introduced a new, more readable format for instruction manuals
- Enhanced the CRS site visually to be user-friendly and on par with current Web standards
- Revised the architecture and layout for the CRS site's heavily-used search page for increased usability
- Consulted and troubleshooted HTML and CSS issues with report editors
- Customized maps, charts, and other graphics for reports, hearings, television appearances for Congressional senators, representatives, and staffers

**Junior Web Developer, DeepBridge Content Solutions** *October 2000 – March 2001*

*Washington, District of Columbia*

- Improved and converted training courses from CD-ROM to Web-based using Authorware
- Designed and developed company multimedia marketing materials utilizing Flash
- Optimized and sliced images for Web sites using Photoshop and ImageReady
- Programmed HTML pages for accurate appearance and functionality across multiple browsers
- Assisted others with troubleshooting Flash and HTML projects

**EDUCATION** **Master of Science Degree in Interaction Design and Information Architecture**

*University of Baltimore, Baltimore, Maryland, December 2011.*

- Thesis Project/Paper: *Mobile Technology for Nonprofits: Harnessing the Power of Crowdsourcing.*
- Awarded Turner Research and Travel Award for the thesis project.
- Member, Mobile Technology Student Association, 2009-2010.

**Certificate in Interactive Multimedia**

*The George Washington University, Washington, District of Columbia, May 2002.*

**Bachelor of Science Degree in Natural Resources Management, Environmental Education focus**

*University of Maryland, College Park, Maryland, May 1999.*

- President, Stamp Union Program Council, April 1997 – May 1999.
- Consultant, Peer Leadership Consultants, September 1996 – May 1998.

**AFFILIATIONS** Member, Usability Professionals' Association, DC Metro Chapter  
Member, InDesign User Group, Washington, D.C. Chapter

**ACTIVITIES** Volunteer courier for National Marrow Donor Program, outdoor enthusiast, triathlete, avid bike rider, mixed-media artist, and live-music sound engineer.

Side project includes a music-related site DCSka.com since 2000, which has used PHPNuke, Joomla, WordPress content management systems in evolving iterations.

**REFERENCES** Available upon request.