

Jennifer Shirey

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CREATIVE SPECIALTIES

Communication design
Design for social impact
Design research & strategy
Information design
Motion design
Writing

TECHNICAL SKILLS

Adobe Creative Suite 4
Photography
Photo editing
Typography
Wireframing
XHTML and CSS

RESEARCH METHODS

Affinity diagramming
Contextual inquiry
Experiment design
Heuristic analysis
Interviewing
IRB certification
Participatory design
Prototype and usability testing
Persona development
Survey writing and design
Video sketch development

LANGUAGES

German: fluent
Spanish: basic

Seeking a career where I can empower people through design research and strategy to lead healthier, more meaningful, and more sustainable lives

EDUCATION

Master of Design in Communication Planning and Information Design
Carnegie Mellon University: Pittsburgh, Pennsylvania, 2011

Thesis title: "Designing for Behavior Change: Identifying Design Components that Encourage and Empower Individuals to Act in Environmentally Responsible Ways"

BFA in Art, Interdisciplinary Electronic Art; BA in German
Wayne State University: Detroit, Michigan, 2005

Graduated *summa cum laude*, GPA 3.91/4.0

EXPERIENCE

Research assistant for Rita Lee, Director of Strategic Initiatives, and Terry Irwin, Head of School of Design

Carnegie Mellon University: Pittsburgh, Pennsylvania, 2010–Spring 2011

Part of a strategic planning team and DESIS Lab team at Carnegie Mellon. Activities included writing, competitive analysis, and visual design.

Design research intern in the Human Sciences group

MAYA Design: Pittsburgh, Pennsylvania, Summer 2010

Designed and conducted user research studies, including surveys, interviews, usability tests, analysis of findings, and creation of post-study videos.

Designer and research assistant for Professor Kristin Hughes

Carnegie Mellon University: Pittsburgh, Pennsylvania, Fall 2009

Created a clear, concise video presentation introducing audiences to Fitwits Program, which was accepted into AIGA Pittsburgh's 2010 CONTEXT exhibition.

Art director and senior designer in marketing and communications

University of Pittsburgh: Pittsburgh, Pennsylvania, 2007–2009

Designed print collateral for in-house clients; responsible for annual benefits materials, sent to thousands of employees each year.

Graphic and web designer

Freelance, Pittsburgh, Pennsylvania: 2007–2009

Created web and print projects for several agencies in Pittsburgh. Designed and built CSS-based websites for two small businesses.

Graphic designer

Soldan Kommunikation: Stuttgart, Germany, 2006

Designed print materials and identities for non-profit organizations, including schools, artists, a philosophical retreat, and a center for people with disabilities.

Executive education planning assistant

Human Resources, Robert Bosch LLC: Farmington Hills, Michigan, 2005

Successfully organized seminars for hundreds of employees and senior-level managers.

HONORS

Thesis paper accepted to IIID's greenID forum publication, 2011
Carnegie Mellon GUSH grant recipient for thesis project, 2010
kynamatrix grant recipient for thesis project, 2010
Electronic Document Scholarship Foundation award recipient, 2009 and 2010

ACTIVITIES

Scheduled IIID greenID forum presenter, Summer 2011
Global Links Volunteer, 2010
Silk Screen Asian American Film Festival volunteer, 2007–2010
AIGA member since 2007
Junior Year in Munich study abroad program participant, 2002–2003