

Nash Poolkasem | UX Designer | 650.733.6274 | <http://www.uxpectation.com/uxp>

Summary

- Over 10 years of experience in interaction design with focus on usability principles.
- Experienced across all aspects of projects including wireframing, high fidelity prototyping, visual designing, front end styling, and usability testing.
- Unique combination of expertise in visual design, UI/UX design, and UCD methods.
- Team player with experience in the use of agile scrum approach.
- Clients included Microsoft, HP, Morgan Stanley Smith Barney, Schwab Foundation, etc.

Professional Experience

Lead UX Designer

June 2010 - Present

Catalyst Resources

San Mateo, CA

- Develop scenarios, workflows diagrams, wireframes, mockups, and other design specifications.
- Produce low and high-fidelity prototypes as prove of concepts.
- Identify usability problems and provide best practice solutions.
- Design visual and user experience that take advantages of RIA.
- Collaborate closely with cross-functional teams to ensure that designs and interactions are effectively and efficiently executed in development.

Assistant Director, UX Design

March 2010 – June 2010

Moody's Wall Street Analytics

South San Francisco, CA

- Led user experience design efforts for CDO net and SFW, financial analysis software.
- Created wireframes and prototypes to effectively communicate to stakeholders.
- Gathered requirements, specifications, and business processes necessary.
- Reviewed and iterated each feature of the design and distill down to core functions.
- Identified and developed the desired functionality to ensure product requirements are met.

Lead UX Designer

November 2008 – March 2010

Vertigo

Richmond, CA

- Designed and developed user experience and user interface for applications.
- Produced high-fidelity prototypes and mock ups.
- Combined visual design and UX design to create attractive design with user-centric features.
- Estimated and managed timeframe for all design needs on each project.
- Collaborated closely with engineering teams using Agile scrum method.

UI/ UX Designer/ Art Director

February 2008 – October 2008

Consultant

San Francisco, CA

- Designed user interface for web applications and web sites for various clients including e-commerce, social networking website, and branding development.
- Designed various projects such as branding, marketing materials, promotional materials.
- Provided consultations and recommendations to clients for their particular needs.

Lead UI/ Principal Designer

May 2002 – January 2008

Charles & Helen Schwab Foundation

San Mateo, CA

- Responsible for SchwabLearning.org overall visual design and interaction design.
- Designed user interface with focusing on usability principles.
- Evaluated and translated usability testing results to enhance and improve user experience.
- Created design style guides, visual standards and new content concepts.
- Provided direction to contractors and junior designers as needed.

Creative Lead
eGetGoing, Inc.

July 2001 – April 2002
San Jose, CA

- Art directed from concept to visual design. Set up and manage design process.
- Developed the user interface system, from the siteflow to wireframe in detail.
- Oversaw and solved problems related to user interface and usability.
- Collaborated closely with the design team and engineering team.

Senior Designer
Sonamo Collaborative Media

February 2001 - June 2001
San Francisco, CA

- Developed the wireframe and user interface for social media application.
- Created and integrated visual design to support branding for individual clients.
- Collaborated with the team to launch the company first product in 3 weeks.

Senior Designer
Proxicom, Inc.

June 2000 - December 2000
San Francisco, CA

- Responsible for large scale projects, including WitSoundview (formerly E*Offering, subsidiary of E*Trade) and several other e-commerce sites.
- Created and integrated visual design and oversaw the consistency of the entire site.
- Provided direction to junior designers as needed.

Web Designer
Cubik Media and Marketing

April 1999 - May 2000
San Francisco, CA

- Developed creative concepts that apply marketing strategies.
- Created and integrated visual design for layout, graphics and Flash animation.

Art Director
CDS Advertising

February 1995 - July 1996
Bangkok, Thailand

- Created the look and feel of entire projects, including development of visual concepts and art direction.
- Directed pre-production, production and post-production stages.

Graphic Designer
Contour Graphic

May 1992 – January 1995
Bangkok, Thailand

- Designed and produced print media such as catalogs, brochures, packaging, and magazines for various clients.

Education

Master of Art in Multimedia

California State University East Bay, Hayward, CA

2006

Master of Art in New Media Courses Work

Academy of Art University

1997-1998

Bachelor of Fine Arts in Communication Arts and Designs

King Mongkut Institute of Technology Ladkrabang, Bangkok, Thailand

1992

Computer Skills

Flash, Photoshop, Illustrator, Expression Design, Blend, Sketchflow, Visio, Fireworks, Dreamweaver, InDesign, HTML, CSS, ActionScript, Javascript, XML, XAML, WPF, Silverlight