

Gloria Maria Murillo

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http://www.add2thebeauty.com

WORK EXPERIENCE

add2thebeauty - Ann Arbor, MI

Freelance/Contract Designer (Sept 2009– current)

- Worked with content writers to refine the content and storyboard for animations
- Created illustrations for animations, schematics, and infographics
- Worked with clients to create and iteratively refine wireframes for websites and mobile applications
- Designed the look and feel for websites and print collateral

University of Michigan, Program in the Environment (PitE) - Ann Arbor, MI

Communications Assistant (Feb 2011 – Oct 2011)

- Maintained PitE website using Vignette CMS
- Designed a usability study and conducted usability testing w/ five participants
- Recommended website updates based on findings from usability testing and general usability guidelines
- Designed marketing posters and PitE newsletters

The Whole Brain Group - Ann Arbor, MI

UX Intern (May 2011 - Aug 2011)

- Created interaction flows and wireframes for a web-based interactive coursepack reader and an interactive supply inventory
- Updated Wordpress sites, designed and integrated a FB web page as part of a social media campaign

HealthMedia Inc. - Ann Arbor, MI

Web Designer (Sept 2003 - May 2006)

Senior Web Designer/Design Lead (May 2006 – Sept 2009)

- Collaborated with an interdisciplinary team of developers, content writers, and behavioral experts to create compelling design solutions that focused on behavior change. *Topics included: substance abuse recovery, weight management, nutrition, health risk assessment, Diabetes, and Hip Replacement Recovery*
- Created personas, user flows, information architecture, wireframes, and prototypes to design interactive user-centered experiences
- Conducted user research through experience mapping, user interviews, and usability testing
- Proposed design recommendations based on user feedback, usability testing findings, and general usability guidelines

EDUCATION

University of Michigan School of Information - Ann Arbor, MI (Dec 2011)

- Master of Science in Information (specialization in Human Computer Interaction)

Stanford University - Stanford, CA (May 2000)

- Bachelor of Arts in Psychology
- Bachelor of Arts in Human Biology

AWARDS

Cookshare: 1st place Social Computing project award, 2011 SI Exposition

Employed an interactive user-centered design process to create a design for an online community around cooking knowledge and resource sharing

EnRoute: "Honorable Mention" in the Best Overall Presentation, 2011 SI Exposition

Collaborated with engineers to design and implement a hi-fi prototype of a touchscreen dashboard and mobile application that eases real-time coordination and communication during carpools and rideshares

UX Methods

- Usability testing
- Personas & Scenarios
- Interviewing
- Storyboarding
- Survey design
- Contextual inquiry
- Paper prototyping
- Wireframing
- Heuristic evaluation

Software

- Photoshop
- Illustrator
- Premiere
- Omnigraffle
- Dreamweaver
- InDesign
- Audacity
- Flash
- Fireworks

Programming

- HTML/CSS
- JAVA
- JavaScript

Relevant Coursework

- Contextual Inquiry and Project Management
- Fundamentals of Human Behavior
- Evaluation of Systems and Services
- Interface and Interaction Design
- Choice Architecture
- e-Communities
- Pervasive Interaction Design
- Personal Informatics
- Health Informatics
- Information Visualization

Other Awards

- 2004 Michigan Comnet Block Beautification Awards
- 2002 Excellence in Graphic Design (solo recipient), Fine Arts and Communication Department at Foothill College

Volunteer Activities

Michigan Argentine Tango Club (2005-present)

- Served on the Board as webmaster (2010) and President (2011)
- Co-organized tango festivals & workshops for 60-140 attendees
- Co-instructed lesson series and DJ-ed at local events