



Background

- 10+ years experience in Web site & Web application design, from business requirements gathering and analysis to HTML production.
- Deep expertise in interaction design for complex Web applications.
- Excellent team/project leadership, communication, writing, and client interaction skills.

Experience

Product Design Director

Blue State Digital
May 2011-Present

- Product strategy, design leadership, and UX expertise for Blue State Digital's suite of campaign management & fundraising tools.

Freelance UX Architect / Web Product Manager

April 2002-present

- Work with various clients on a freelance & contract basis (see below).

Founder, Foodfiltr.com

May 2009-Present

FoodFiltr is a place for people who lead a gluten-free lifestyle to share information about and promote gluten-free foods, products, and services.

- Designed every aspect of FoodFiltr.com, including logo, look and feel, workflows, and wireframes. Manage development team, marketing efforts/site promotion, ongoing site enhancements, and all other aspects of business.

UX Architect (Contract Position)

Almighty
January 2011-Present

- Provide UX strategy and direction for various projects.

User Experience Consultant (Contract Position)

Rue La La (ruelala.com)
January 2011-February 2011

- Provided UX direction and design for various site enhancements.

Product Manager (Contract Position)

Involution Studios, Arlington, MA
September 2010-December 2010

- Provided design management, leadership, and strategy for Involution.

User Experience Architect (Part-time)

Boston Interactive, Charlestown, MA
June-September 2010

- Worked with Boston Interactive on a part-time basis, providing UX / strategy leadership for various projects.

Information Architect (Freelance)

The Barbarian Group, Boston, MA
September 2006-March 2009

- Provided UX direction and created detailed IA documentation for Kashi.com, FritoLay.com, SusoProject.com, AmericanExperience.org, and becomeanMM.com, among other projects.

Information Architect (Contract Position)

Investors Bank and Trust, Boston, MA
December 2006-February 2007

- Created new look and feel/recommended usability enhancements for web-based fund accounting applications.

Design Lead (Contract Position)

Fidelity Investments, Boston, MA
July 2003-July 2006

- Redesigned the online account opening workflow/interface for most Fidelity retail products (a multi-year, cross-company project), the online statement section of Fidelity.com, the Alerts section of Fidelity.com, and portions of the online stock option management interface.
- Created use cases, requirements documentation, and clickable HTML prototypes.
- Managed internal design team, worked with business partners and cross-functional teams to test and iterate prototypes prior to development and launch.

Interaction Designer (Contract Position)

Experience, Boston, MA
April 2003-May 2003

- Created new iteration of eRecruiting web application, and redesigned the internal administration console.
- Created clickable HTML prototypes; conducted extensive tests of prototypes with eRecruiting users.
- Documented workflow and functional requirements, including use cases and process flows; wrote copy.

Information Architect (Contract Position)

Classwell, Boston, MA
April 2002 - August 2002

- Designed custom implementations of the Classwell Web application platform.
- Created use cases, designed business logic, workflows, and UI.

Senior Information Architect

BiT Group, Boston, MA
February 1999 - April 2002

- Planned and developed Web-based applications and Web sites for corporate clients.
- Led project teams throughout design and production cycle: requirements gathering, scope definition, information and process modeling, business process reengineering, implementation.
- Created BiT Group's Information Architecture capability, including BiT Group's IA development process and deliverables.

Web Developer and Administrator/Print Production Supervisor

MediaMap, Cambridge, MA
February 1997 - February 1999

- Managed and updated Mediamap.com and MediaMap corporate intranet.
- Produced 2000 page quarterly *Computer Industry Media Report (CIMR)*, as well as other print products.

Assistant Director, Career Services Center

New England Conservatory, Boston, MA
June 1995 - February 1997

- Created promotional materials for NEC musicians (resumes, brochures, tape inserts, bios, posters, etc.)
- Managed team of student assistants, organized NEC-sponsored events, career seminars, etc.

Tools and Design Practices

- Expert in HTML, CSS, Visio, Photoshop; well-versed in UML software design methodology (use case design).
- Flexible and efficient approach to gathering requirements and driving a design forward to launch.

Education

Kenyon College, Gambier, OH
Bachelor of Arts in English

- Selected for competitive year-abroad program at Exeter University, Devon, UK.

Other Interests: reading, video editing and direction, photography. *Note: Hjortshoj is pronounced YORT-soy.*