

Marsha Plat

User Experience Design for the Web

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Relevant Experience

Freelance Design

(Creative Director, April 2001 - present)
Created designs and managed web production for Boston area clients such as Ember and ProjectYangtze. Design work included visual design, branding, information design, and interaction design.
<http://www.marshaplat.com>

File Under {M}

(Creative Director, August 2000 - present)
Began and managed a boutique web-design shop that included work for such clients as Snapfish, Charles Schwab, Tom Richman & Associates, Roundarch, and Working Assets.
<http://www.fileunderm.com>

Hungry Minds

(Creative Director, October 1999 - May 2000)
Redesigned the information and interaction of the Hungry Minds website. Directed the visual design for the website and managed a team of visual designers.

Freelance Design

(Senior Designer, July - September 1999)
Consulted and created web designs for clients such as Evite and Backflip.

vivid studios

(Senior Designer, May 1996 - March 1999)
Designed websites for a large number of clients. Managed small groups of designers on each project and helped to develop the design process. Design work included visual design, branding, information design, and interaction design.

San Francisco State University

(Teacher, Fall 1995)
Co-taught Advanced Authoring for the Web.

vivid studios

(Production Assitant - Senior Producer, March 1994 - May 1996)
Managed projects and teams from concept to quality assurance and delivery. Managed the user experience design department and specified design elements.

Skills

- Information Design
- Interaction Design
- Visual Design
- Writing
- Branding
- Project Management

Education

The American Film Institute

(Certificate towards a Master's Degree 1992-1993)
Studied film theory and production in the production design department.

University of California, Berkeley

(Bachelor of Arts Degree 1988-1991)
Created an independent major to study the relationship between political economies and culture, particularly art and film. Completed the equivalent of a minor in studio art.

Studio Art Center International

(Summer Program 1990)
Studied painting and photography.

Selected Project List

Marketing Sites

- Ember Corporation (September 2002 - current)
- Diagonal Software (March 2005)
- Friendly Media (January - February 2005)
- Esplanade Capital (December 2003 - January 2004)
- Roundarch (December 2000 - January 2001)
- American Century (May 1998 - March 1999)

Web Applications & E-Commerce Sites

- Genalytics (December 2004 - February 2005)
- Ember Customer Support (July - September 2004)
- Openpages (February - March 2002)
- Lanthorn Technologies (July 2000 - April 2001)
- Charles Schwab (September 2000 - April 2001)
- Snapfish (July - April 2001)
- Backflip.com (August 1999 - October 1999)
- Evite.com (August 1999)
- GreenTree Nutrition (February 1998 - April 1998)
- PG&E PowerSight (October 1997 - January 1998)
- Kodak Picture Network (1996)
- CNN Custom News (1996)

Editorial Sites & Portals

- Hungry Minds (October 1999 - May 2000)
- VTN Tahoe (May - June 1997)

Tools

- Photoshop
- Illustrator
- Dreamweaver
- Flash
- Excel
- InDesign