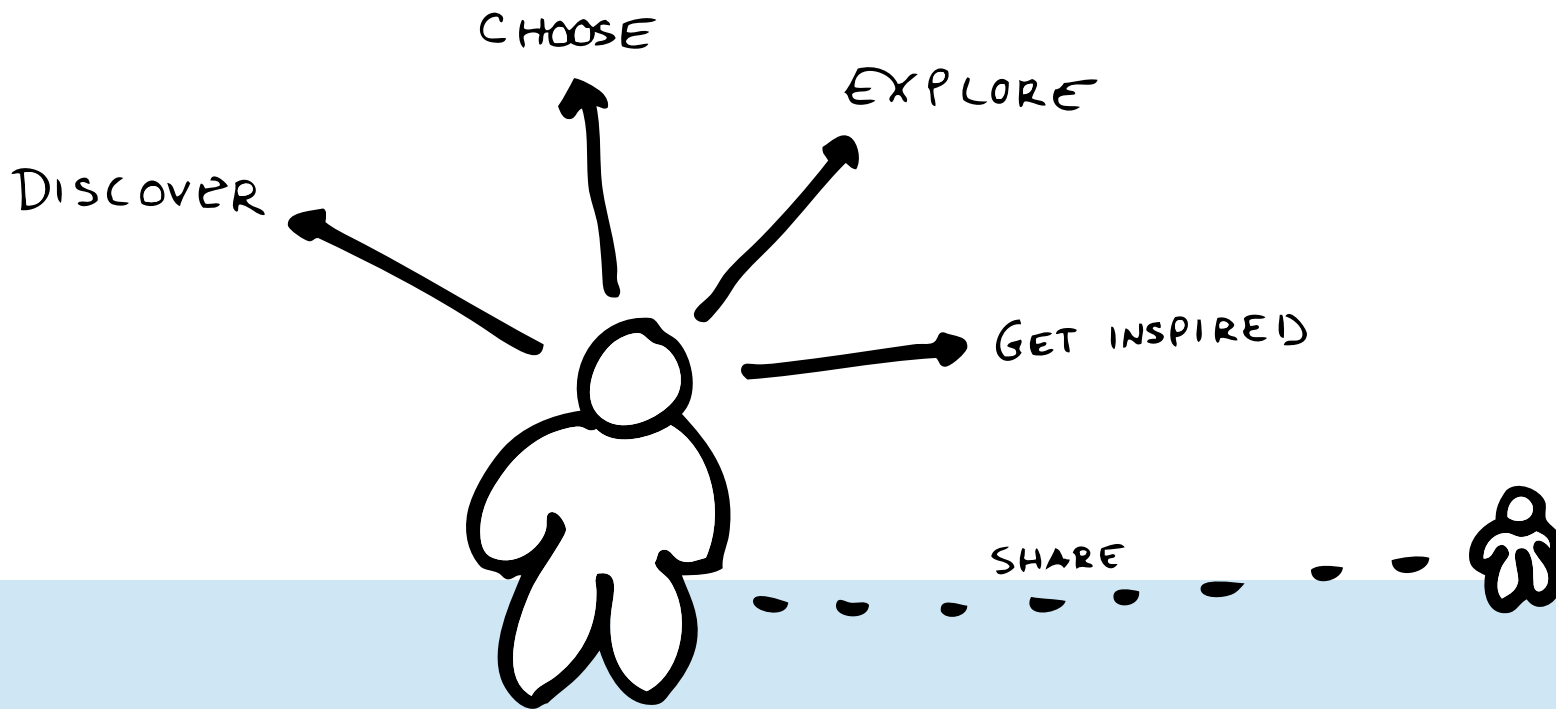
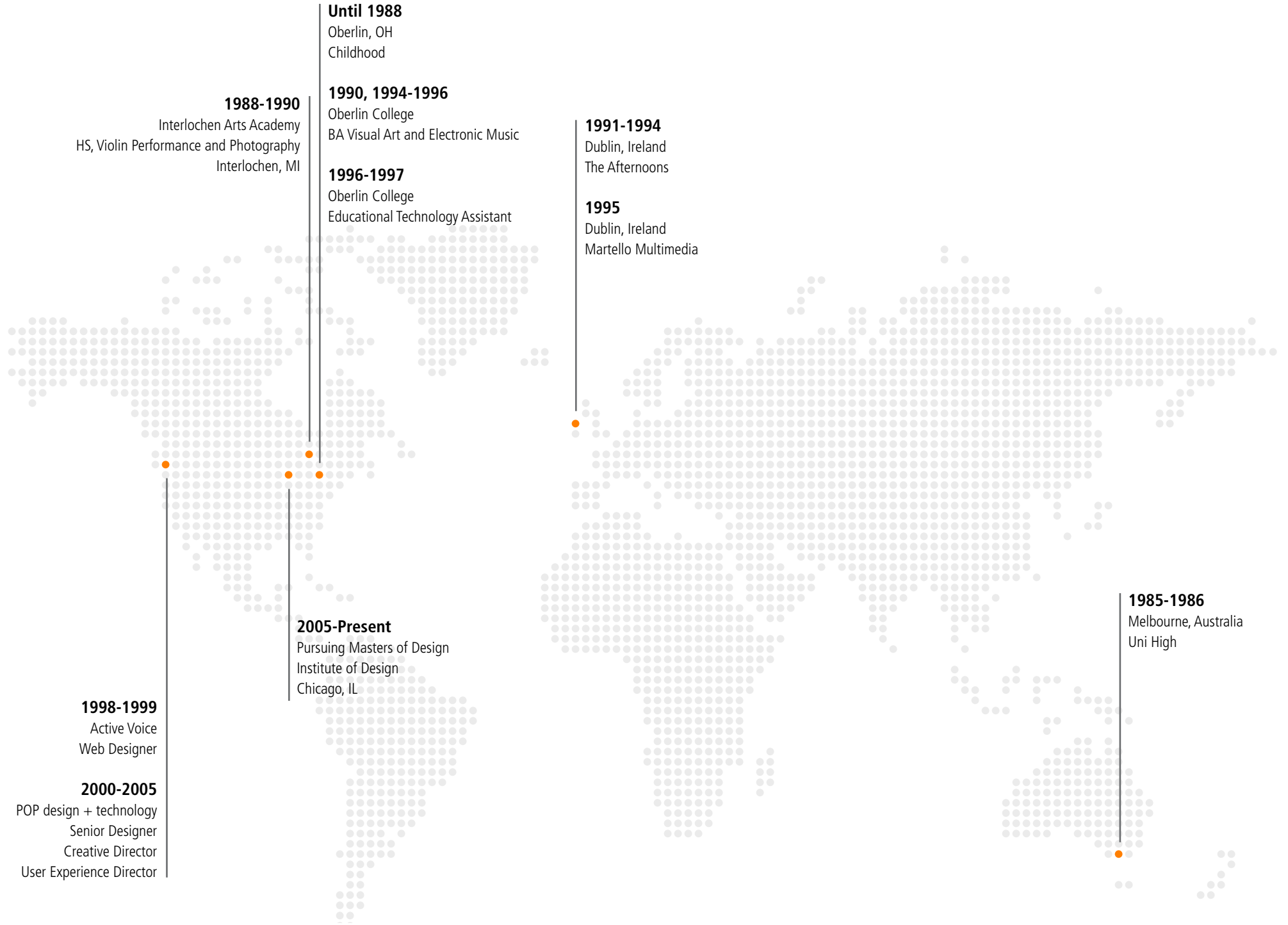


Sarah B. Nelson

interaction designer

Specializing in research and design for multi-modal collaborative systems.





Until 1988

Oberlin, OH
Childhood

1988-1990

Interlochen Arts Academy
HS, Violin Performance and Photography
Interlochen, MI

1990, 1994-1996

Oberlin College
BA Visual Art and Electronic Music

1996-1997

Oberlin College
Educational Technology Assistant

1991-1994

Dublin, Ireland
The Infocentre

1995

Dublin, Ireland
Martello Multimedia

1985-1986

Melbourne, Australia
Uni High

2000-2005
POP design + technology
Senior Designer
Creative Director
User Experience Director

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Educational Tech. Assistant

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Active Voice
Web Designer

Institute of Design
Chicago, IL

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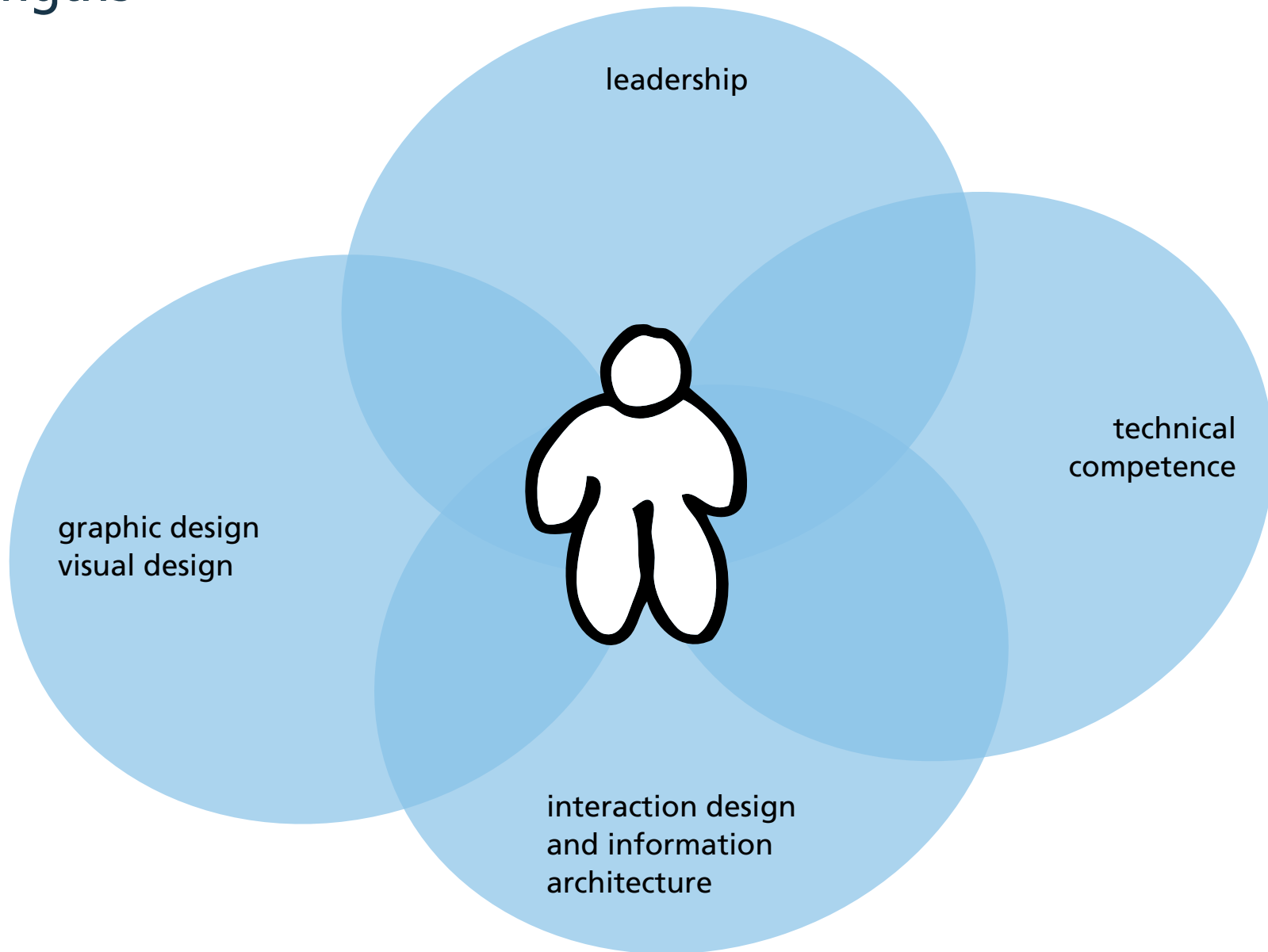
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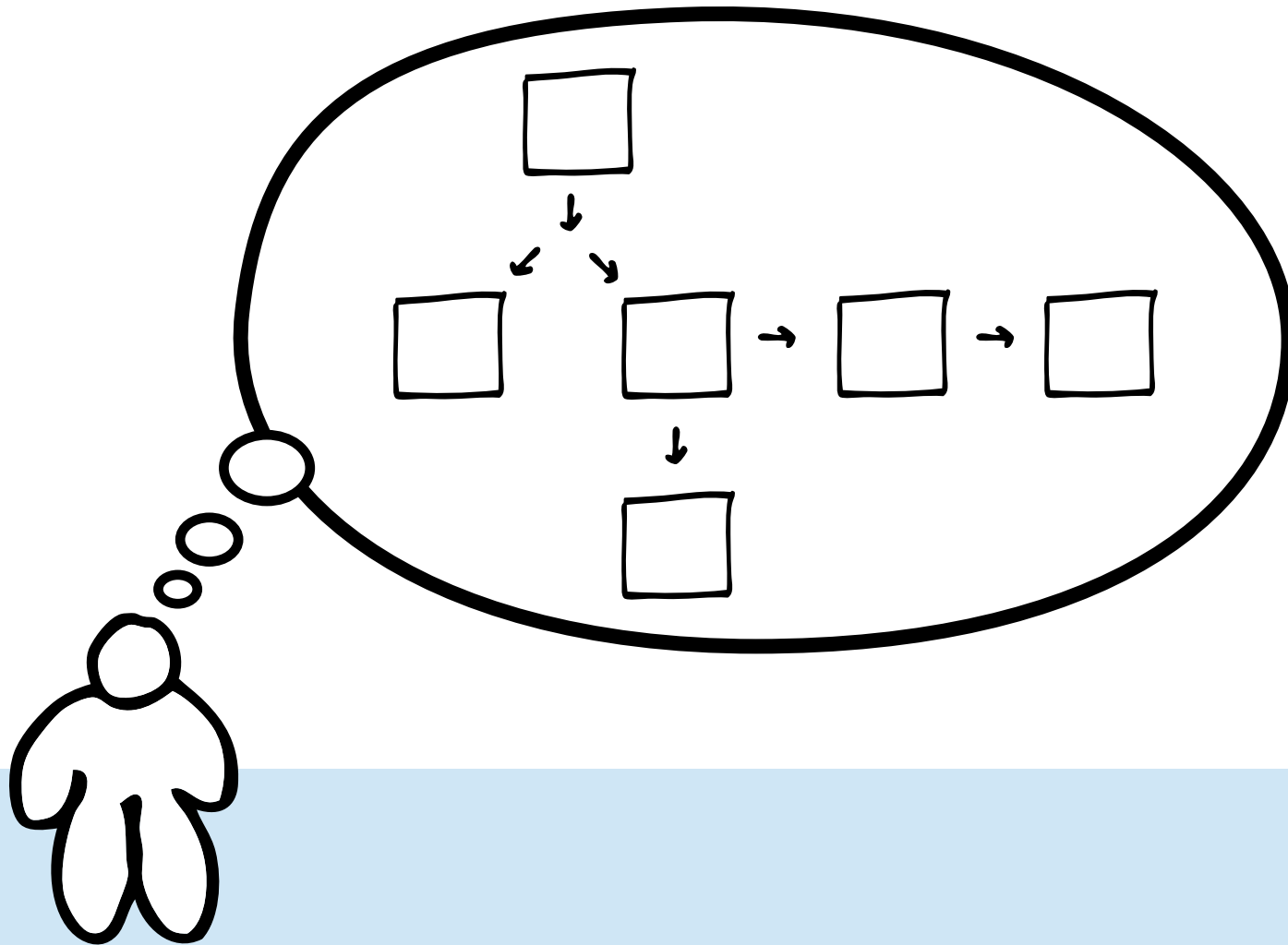
About Me/

Strengths



Professional Work

With over 10 years experience in web design and interactive media, I have developed successful projects for clients in many industries.



Projects

Performing Arts

The Metropolitan Opera

New York City Opera

Steppenwolf

San Francisco Symphony

San Francisco Ballet

Detroit Symphony

Indianapolis Symphony

Seattle Opera

Seattle Symphony

Oregon Shakespeare Festival

SUNY Purchase Center for the Performing Arts

Royal Albert Hall

Center Theater Group LA

Technology

Real Networks

Microsoft

AOL Mobile

Infospace

Tessitura Software

Not-for-Profit

Seattle Arts Commission

Planetary Society

Athena Science Team (Mars Rover Mission)

Seattle Public Library

The Metropolitan Opera Guild

Corporate & Retail

Federal Home Loan Bank

HomeStreet Bank

Active Voice

Getty Images

Tully's Coffee

Metropolitan Opera Shop

WoodClassics

Entertainment

PBS Online

Nintendo

Stevens Pass Ski Resort

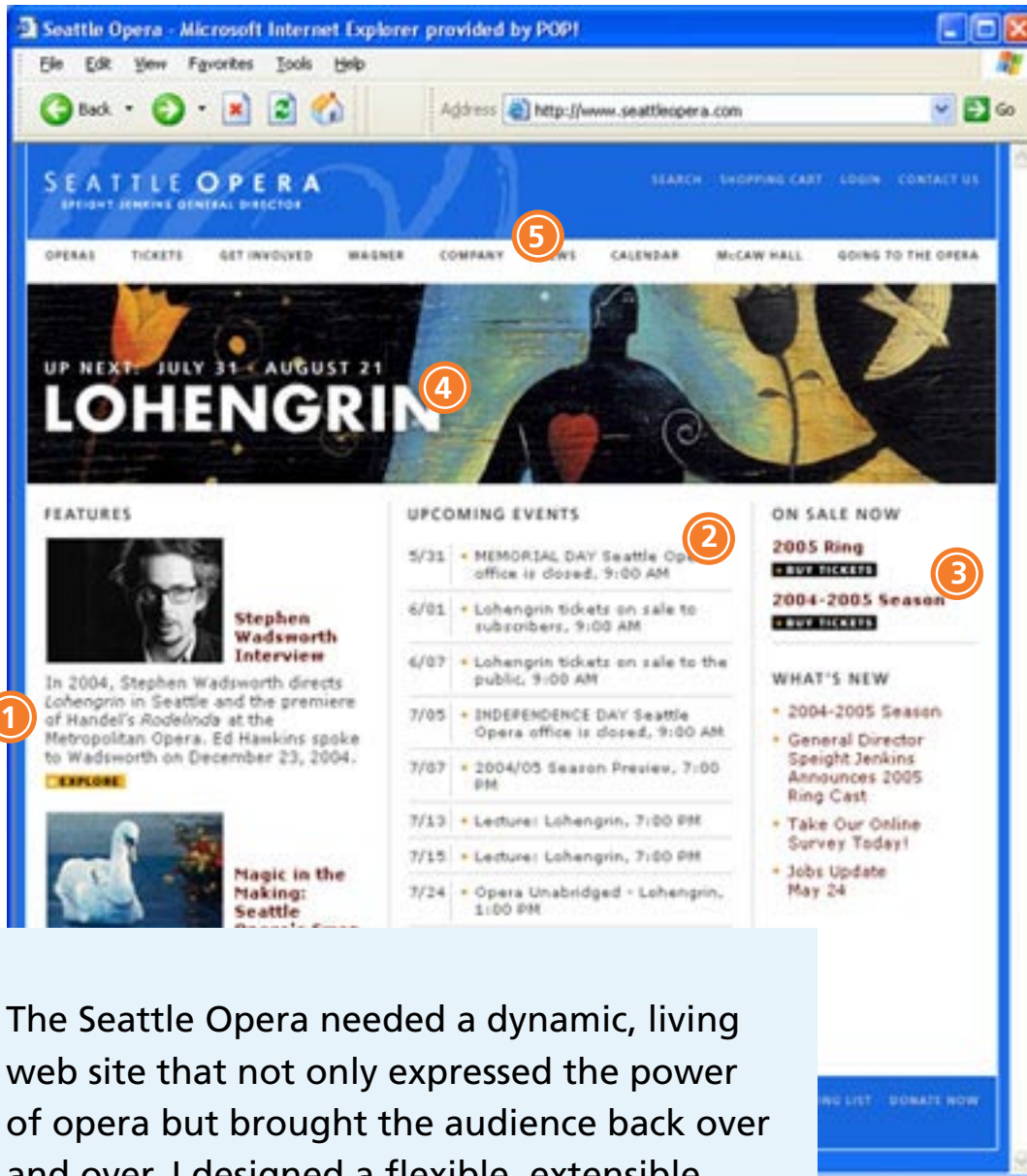
Bill Nye the Science Guy

Nordstrom

Metropolitan Opera Shop

Opera News Magazine

Seattle Opera/Website Redesign



The Seattle Opera needed a dynamic, living web site that not only expressed the power of opera but brought the audience back over and over. I designed a flexible, extensible, and enduring marketing and sales tool.

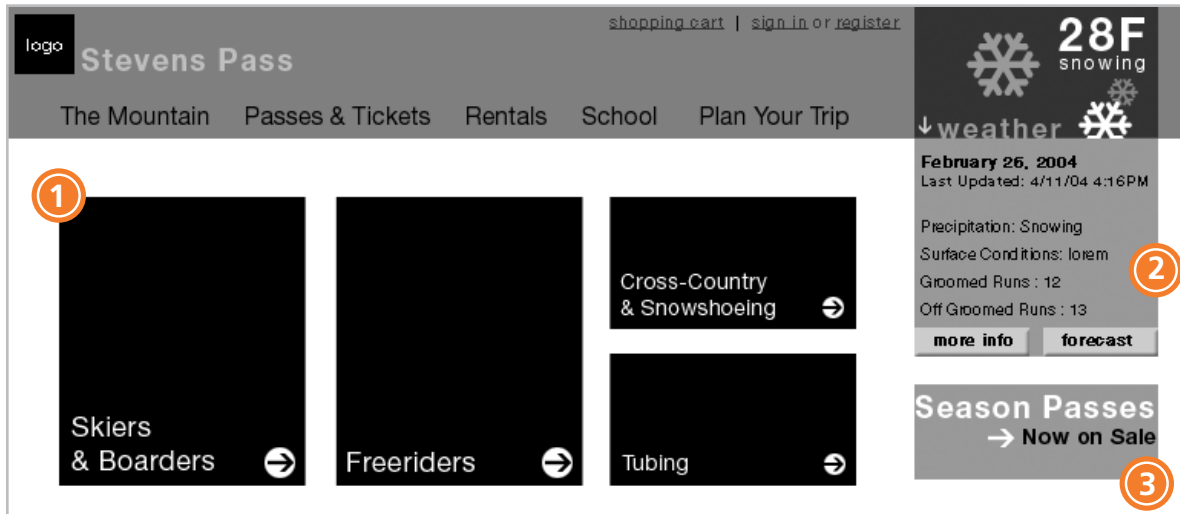
Roles: Creative Director, Information Architect, Interaction Designer

Worked closely with: Art Director, Front-end and Software Developers

- 1 The dynamic home page features timely editorial content for both opera fans and casual attenders.
- 2 An easily updated calendar shows the breadth and depth of events offered throughout the year by the Opera.
- 3 With this redesign, I improved the purchase path and elevated the presence of tickets throughout the site. Online ticket sales have risen to almost one-third of all sales, giving the Seattle Opera crucial savings in box office operations.
- 4 The Seattle Opera develops color palettes and art for each season. The site structurally accommodates this changing look. I worked closely with an art director and front-end coder to ensure flexibility of both design and code.
- 5 Navigation and site structure accommodate a number of audiences, from casual browsers to task-oriented ticket purchases to opera fanatics.

Stevens Pass Ski Resort/Website Redesign

Prototype



Roles: Information Architect, Interaction Designer

Worked closely with: Art Director, Front-end and Software Developers

- 1 After initial research, visitors to the mountain had distinct activities in which they were interested. The site's navigation provides both activity-centric access to information (more exploratory) and task-centric options.
- 2 Weather is one of the most important factors in the decision to come to the mountain. I proposed a "weather widget" that would describe the weather visually and provide access to more detailed information.
- 3 The redesign of online Season Pass sales focused on operational streamlining and simplifying the customer journey.

Before

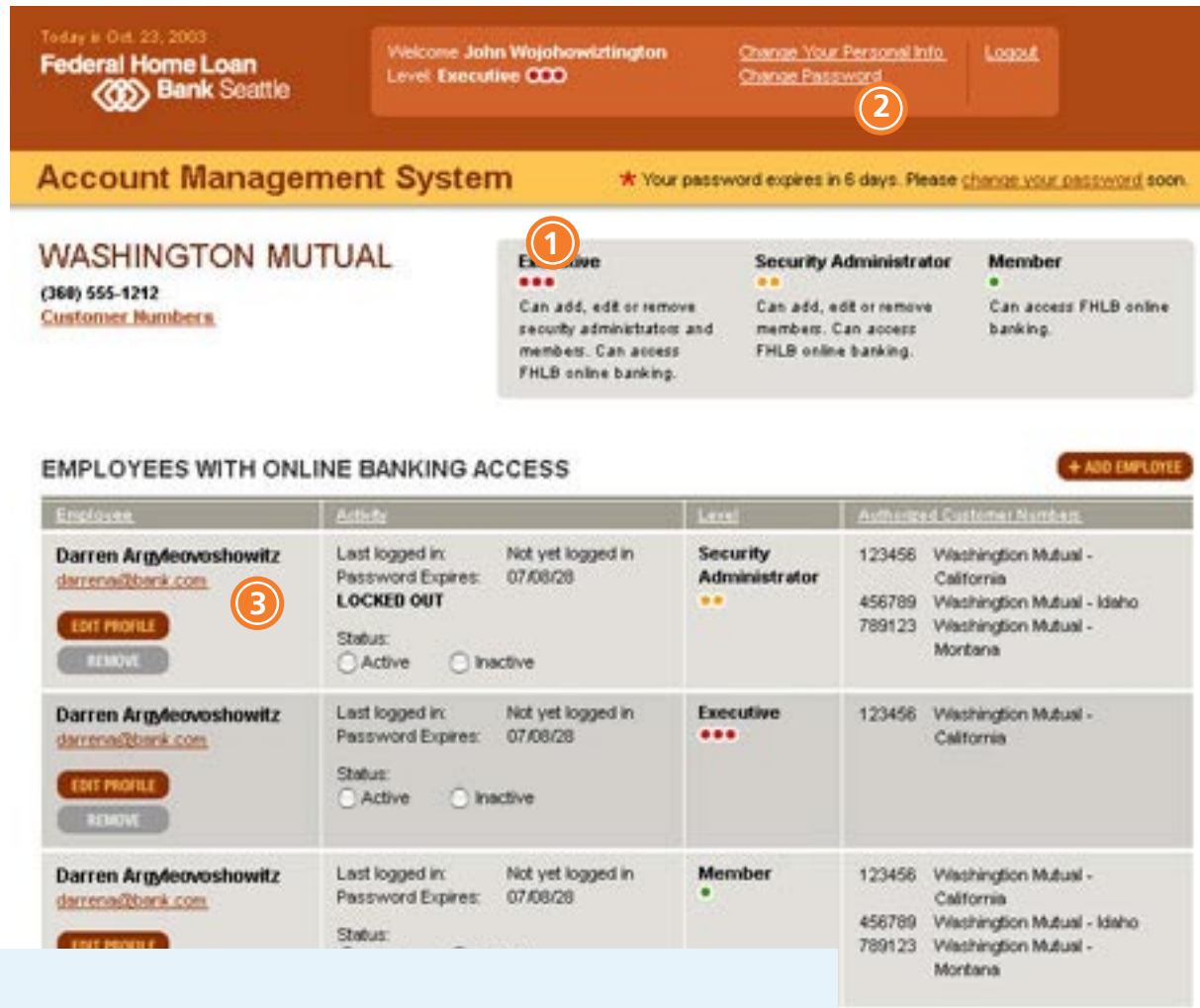


After



Stevens Pass, one of the largest day ski resorts in the northwest, needed a site that would answer the questions of the most novice skiers while satisfying the needs of the most hardcore snowboarders.

Federal Home Loan Bank/Account Management



Roles: Information Architect, Interaction Designer

Worked closely with: Art Director, Technical Director, Developer

- 1 Since frequency of dashboard use varies, the interface must provide usage reminders to infrequent users.*The text here reinforces concepts taught during orientation.
- 2 Account management tools are kept separate from primary functions (reviewing account activity, adding new accounts, managing existing accounts)
- 3 Account records are presented in the dashboard to facilitate easy browsing and the completion of frequently performed tasks.

The FHLB Account Management System empowers users across the organization to create, manage, and monitor system accounts. This dashboard enables users to view employee accounts at a glance.

Federal Home Loan Bank/Account Management Orientation

Today is Oct. 23, 2003
Federal Home Loan Bank Seattle

Welcome John Wojohowitzington
Level: Executive

Change Your Personal Info
Change Password
Logout

Account Management System

Welcome John Wojohowitzington
WASHINGTON MUTIAL
Level: Executive

SET UP YOUR ACCOUNT IN 4 EASY STEPS

- 1 CHANGE YOUR PASSWORD
- 2 REVIEW YOUR INFORMATION
- 3 REVIEW CUSTOMER NUMBERS
- 4 ADD EMPLOYEES

Add Employees

Enter information for each employee. You will be able to add more users and change this information later.

Enter Employee Info

All fields are required

FIRST NAME LAST NAME

PRIMARY PHONE Sample: (206) 555-5555

E-MAIL ADDRESS Sample: johndoe@bank.com

DEPARTMENT

Set Level

Executive Can add, edit or remove security administrators and members. Can access FHLB online banking.

Security Administrator Can add, edit or remove members. Can access FHLB online banking.

Member Can access FHLB online banking.

Authorize Customer Numbers

You can assign or unassign customer numbers by checking or unchecking the box next to each bank.

| | | |
|-------------------------------------|--------|--------------------------------|
| <input checked="" type="checkbox"/> | 123456 | Washington Mutual - California |
| <input type="checkbox"/> | 456789 | Washington Mutual - Idaho |
| <input type="checkbox"/> | 789123 | Washington Mutual - Montana |
| <input checked="" type="checkbox"/> | 123456 | Washington Mutual - California |
| <input checked="" type="checkbox"/> | 456789 | Washington Mutual - Idaho |
| <input checked="" type="checkbox"/> | 789123 | Washington Mutual - Montana |

SAVE & ADD ANOTHER USER or SAVE & FINISH

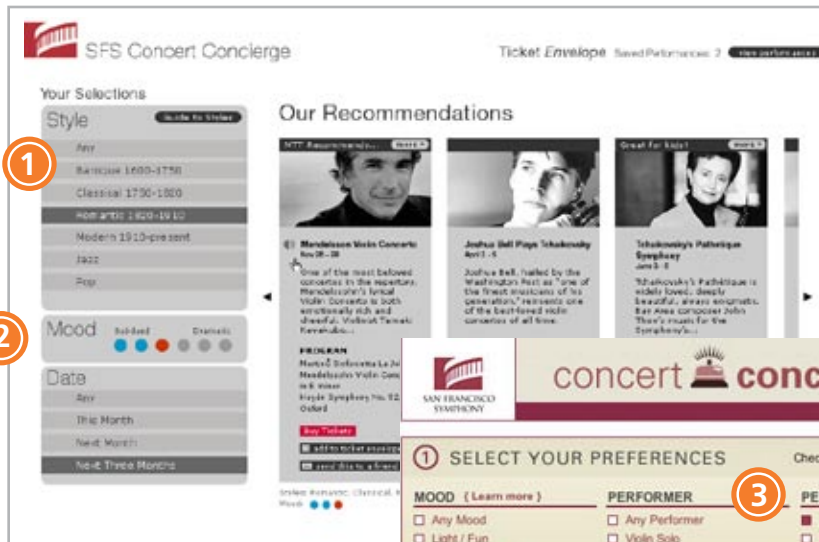
Roles: Information Architect, Interaction Designer

Worked closely with: Art Director, Technical Director, Developer

- 1 Expectations for both time and functionality are clearly set through a four-step process.
- 2 Clear language to reduce confusion.
- 3 System concepts are reinforced throughout the process using both language and visual cues.
- 4 Users have multiple options for gracefully ending the process.
- 5 Examples are provided where necessary to clearly demonstrate expectation.

The orientation systems helps new users learn to use the Account Management System and accomplish repetitive set-up tasks in a predictable amount of time.

San Francisco Symphony / Concert Concierge



Prototype



Final

Buying tickets for the symphony can be daunting for first time attenders. Making the wrong decision can be expensive or disappointing. The SFS Concert Concierge provides customers with a safe way to begin their relationship with SFS.

Roles: Information Architect, Interaction Designer

Worked closely with: Art Director, Technical Director, Flash Developer

① Since the San Francisco Symphony has over 200 performances a year, narrowing down the options to a manageable list was crucial. Search terms needed to be in plain language and not esoteric.

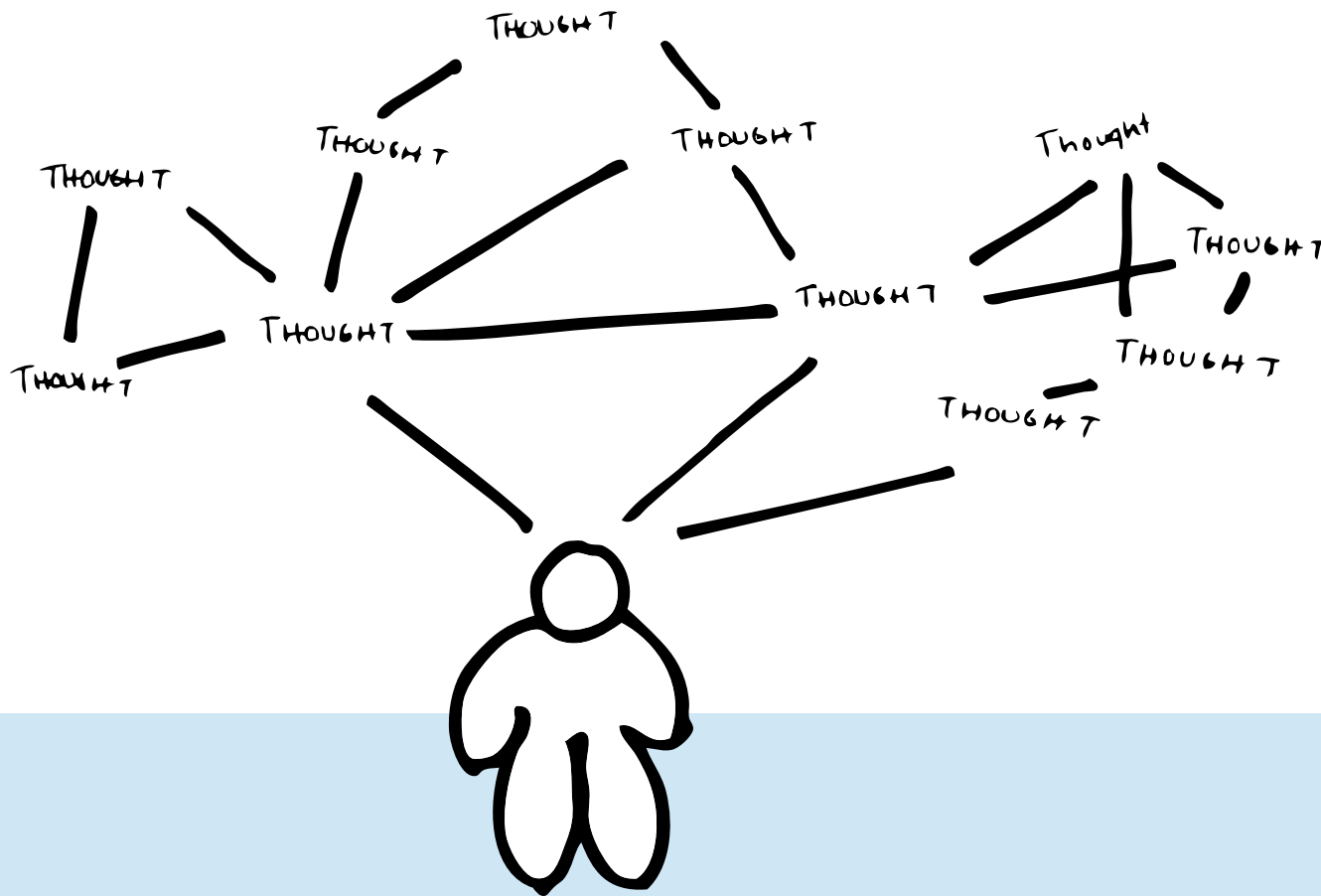
② Most people are unable to articulate their feelings about music or art. However, music is often selected to accompany a specific mood. I recommended the inclusion of mood-based selection to ensure that at everyone would be able to select concerts based on at least one set of criteria.

③ As the eye moves right, more esoteric terms are encountered. To help users recognize period, I chose to associate period names with the most recognizable composer of the period. To validate the composer choice, I conducted a web-based survey asking responders to indicate which composer names they recognized.

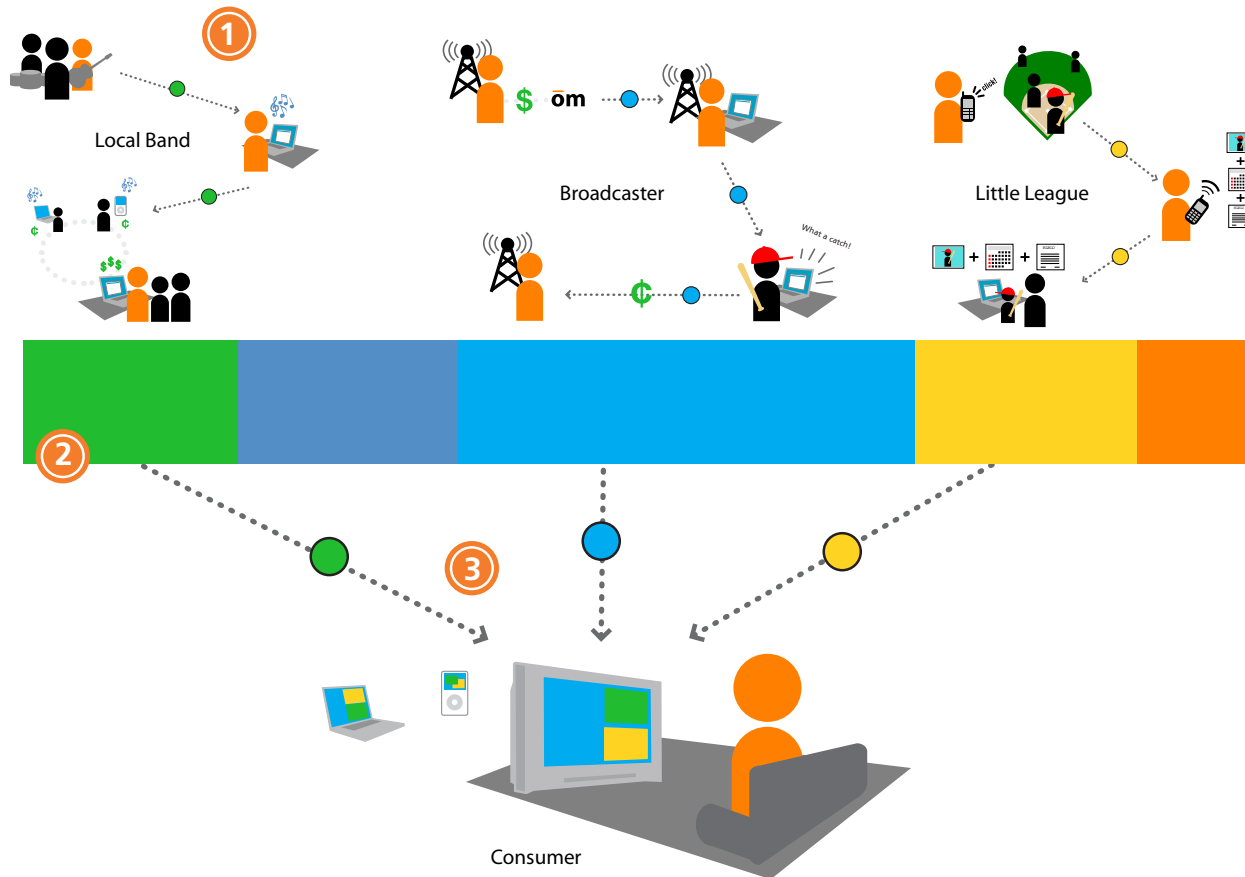
④ Short results link to full results that include audio files.

Concepts

What follows are several concepts or works in progress I developed while a graduate student at the Institute of Design.



Om/media platform



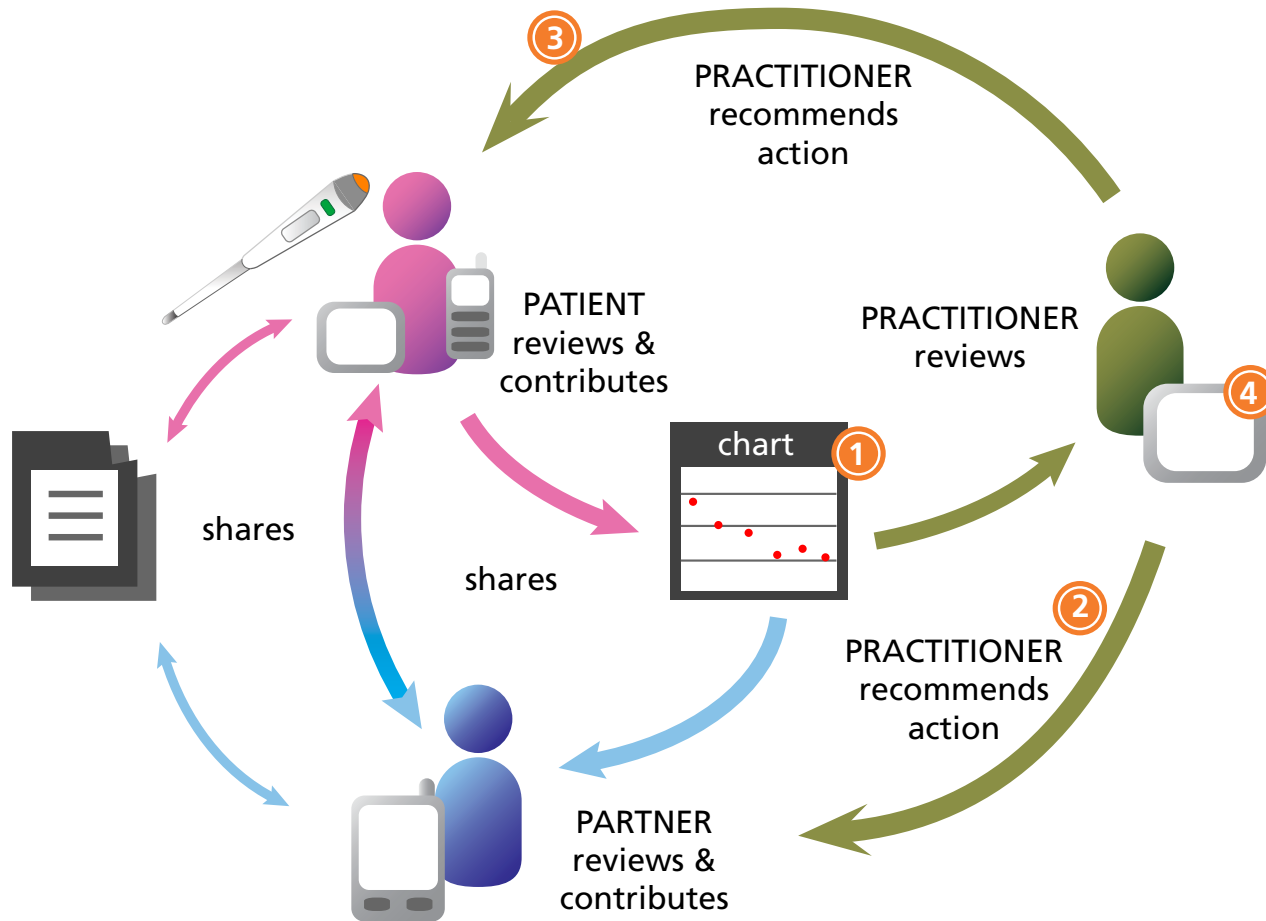
Om was conceived at the Institute of Design in response to this question posed by Doblin CEO Larry Keeley: “Standing in the future, I would like a media system that...”

I worked with a talented team of students on this project.

- ① Media creators, whether a local band, a major broadcaster, or a little league team, create content, tag that content, then upload it into **om**.
- ② Media chunks are aggregated into channels. These channels can be created by the creator, through a user's preferences, or through recommendations from friends.
- ③ Consumers can have channels delivered to various media. A consumer might tune into a broadcast channel but receive inobtrusive notifications when content he likes is available.

Om is a media platform concept that enables media creators, big and small, to contribute their work, share it with others, and be fairly compensated for their work.

Luna/fertility tracking system (concept model)

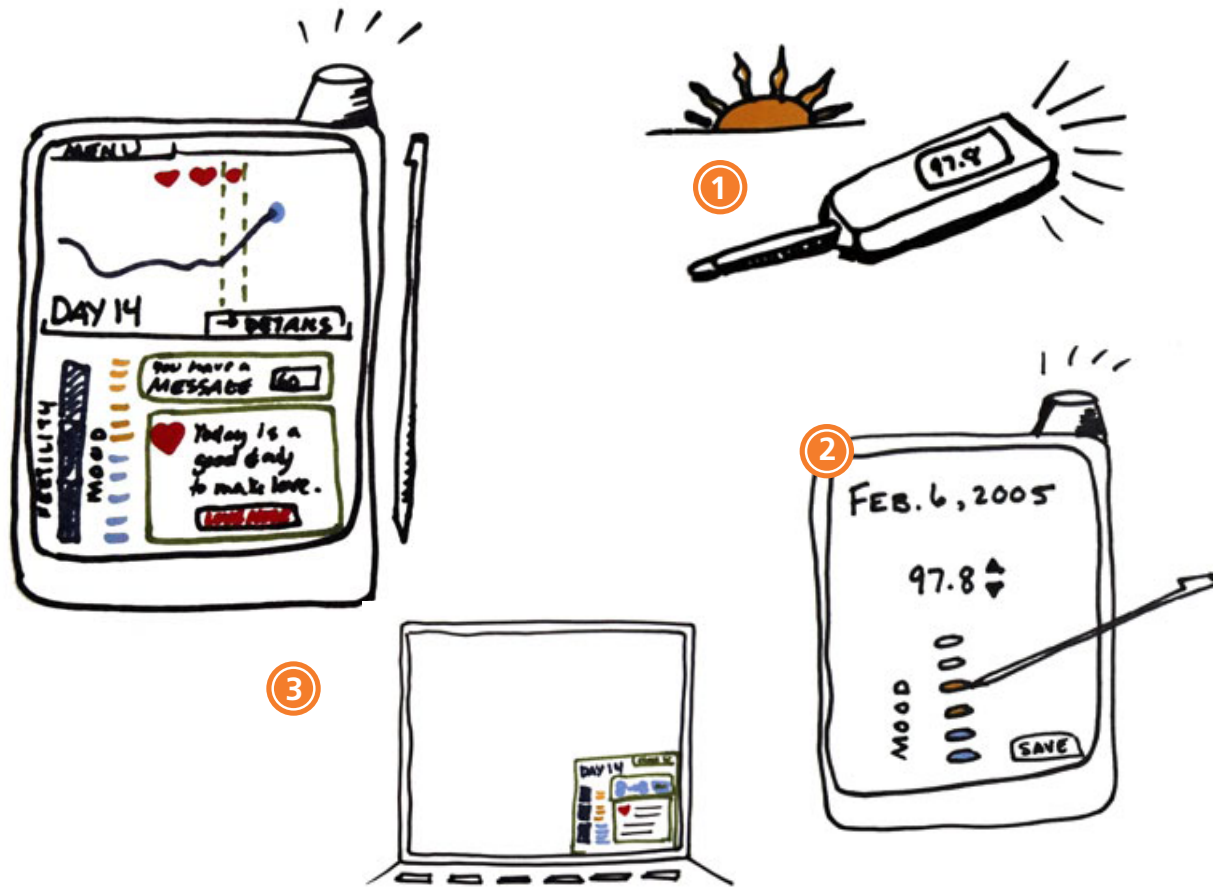


Luna uses technology to support both technical processes and relationship building. This application focuses on relationship support between patient and partner during stressful fertility testing but could also be extended to any chronic disease management application.

- ① Interactions focus around regularly recorded data (in this case by the woman). This data can be shared by all participants, evaluated and used to recommend actions or trigger Action Alerts.
- ② Action Alerts can be triggered algorithmically or be sent by the practitioner. These Alerts contain timely directions and are delivered to either to mobile devices or software applications (desktop widgets, e-mail applications).
- ③ Communication between users can also be handled through a messaging system. Messages can be public (for all users in the group) or private (between two of the members).
- ④ The multi-modal nature of the system reduces technology barriers to participation.

Luna, a multi-modal fertility monitoring tool supports the family planning process by facilitating communications between partners and their practitioners. Luna allows users to store cycle data, monitor trends, and observe patterns over time.

Luna/fertility tracking system (concept sketches)

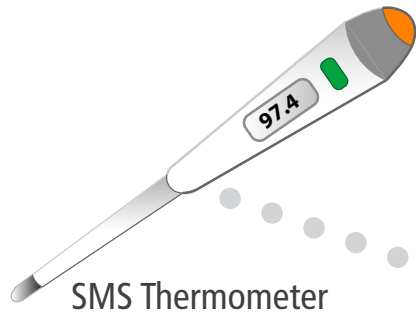


The usefulness of Luna depends on the patient's consistent entry of temperature and mood. Therefore, the system must make it very easy for the patient to enter this data each day and provide incentives to routinely accomplish this task.

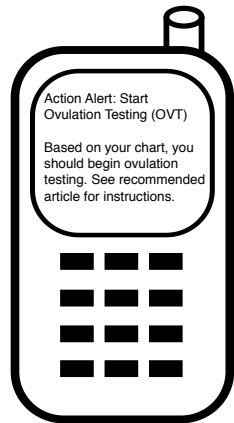
- ① Measuring the basal body temperature (BBT) requires the use of a special BBT thermometer. Ideally, this thermometer would automatically transfer readings into the system. Alternatively, the patient can enter temperature and mood into a simple interface on a PDA (shown) or web interface.
- ② Understanding the stress level of the patient is crucial both to fertility tracking and relationship support. The patient can enter this information in the morning.
- ③ The Daily Report Status, delivered to a device or desktop widget, displays key cycle information, fertility and mood status, the presence of messages, and a relevant action.

Luna is in the concept stage. These early sketches outline the basic functionality and spirit of the tool. The interface focuses on task completion and compact information design. Luna must communicate a lot of data in small spaces.

Luna/fertility tracking system (patient interface)



SMS Thermometer



Action Alert

LUNA Branding

Welcome, {name} | Not you? [Logout](#) | [Your Settings](#) | [Help](#)

Cycle | Messages | Library | Love Notes

Current Cycle | Cycle Range | Training Mode | [Print](#) | [E-mail](#)

Enter Today's Information
[Enter Yesterday's Information](#)

High
Medium
Low

Your Fertility

Actions & Recommendations

Right now its a waiting game. This can be a stressful time. Be sure to take care of yourselves.

You have a new article recommendation in the [library](#).

UNREAD MESSAGES

Marg

Looking Good!
From your charts this month, you are certainly timing things... [more](#)

View All Messages

Luna/fertility tracking system (practitioner interface)



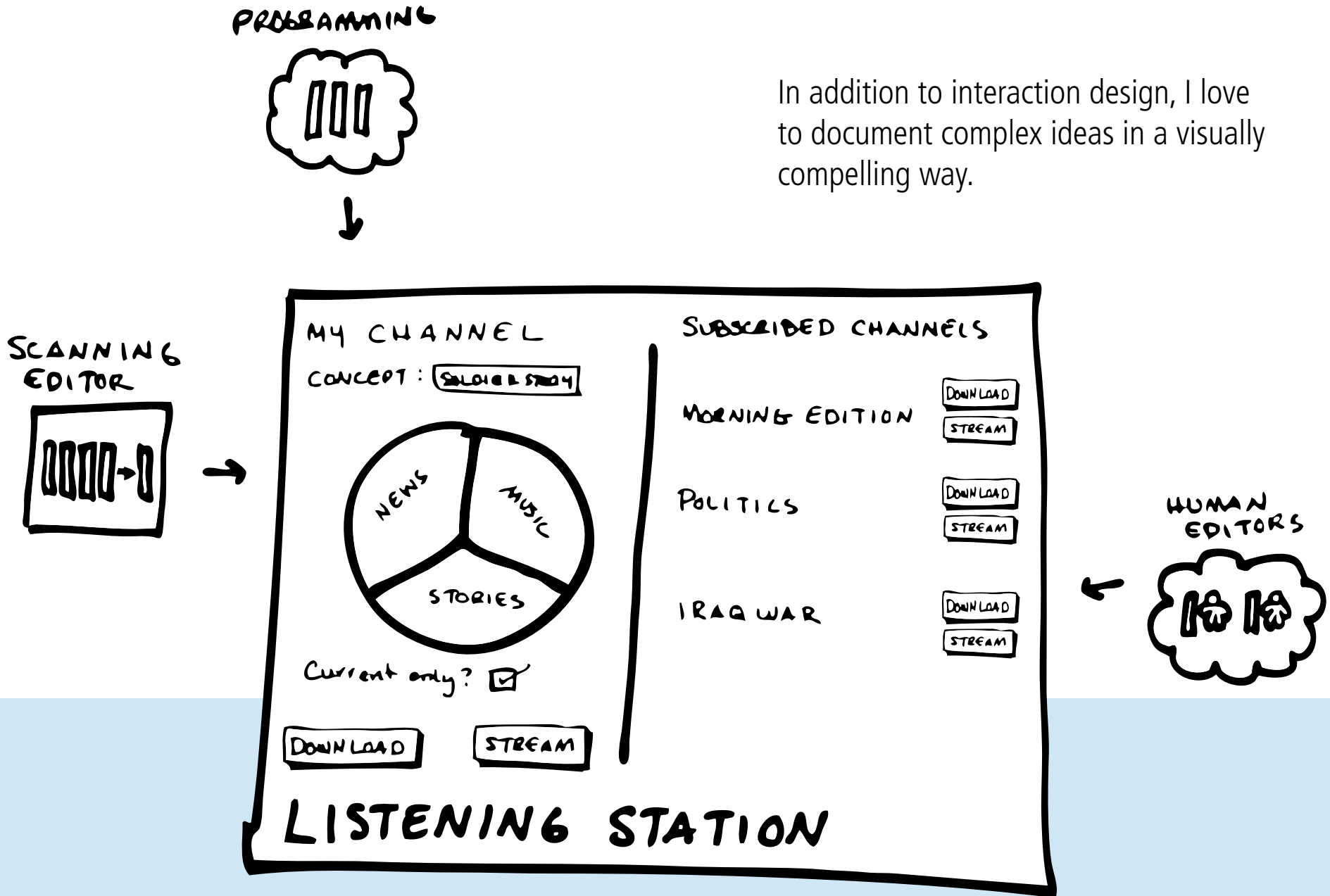
Account Management



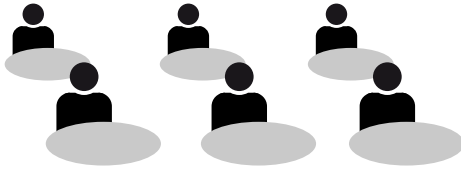
Messages

Illustrations

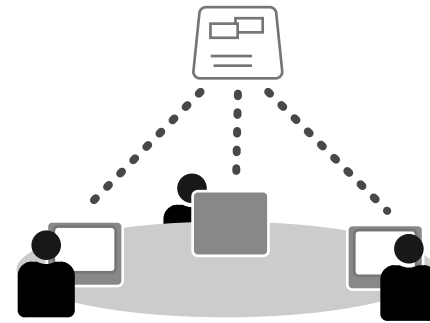
In addition to interaction design, I love to document complex ideas in a visually compelling way.



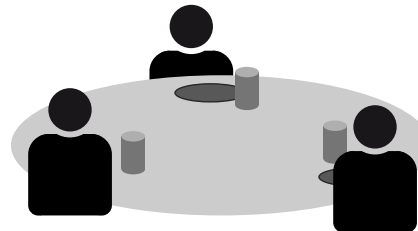
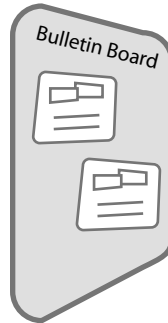
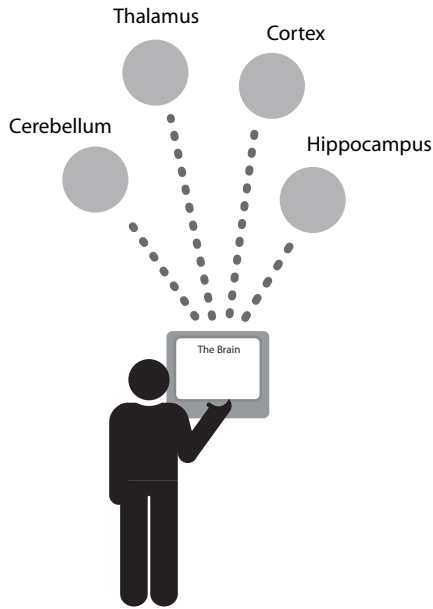
Education for Design Policy Synthesis / The Brain



In the Classroom



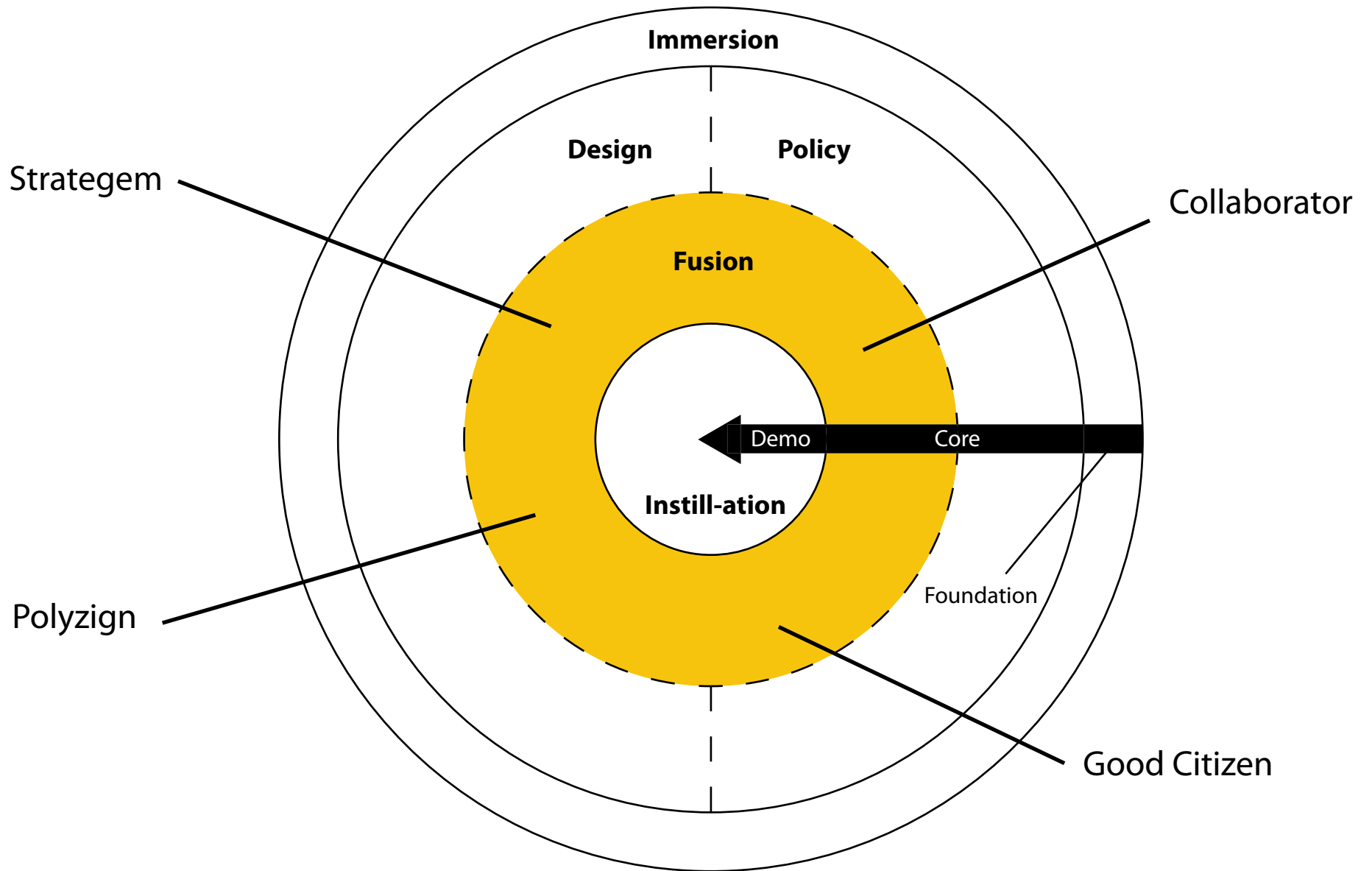
Collaboration



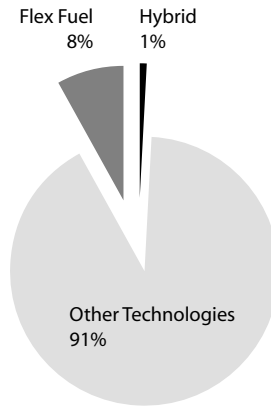
Casual Usage



Education for Design Policy Synthesis / Curriculum Structure

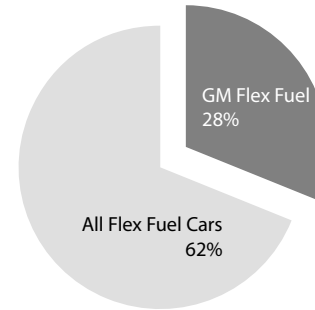


General Motors/The Image of Fuel Efficiency



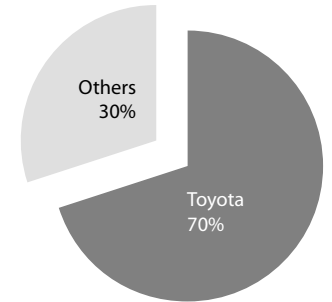
2005 Fuel Technologies in Vehicle Sales

source: Green Car Congress, January 4, 2006



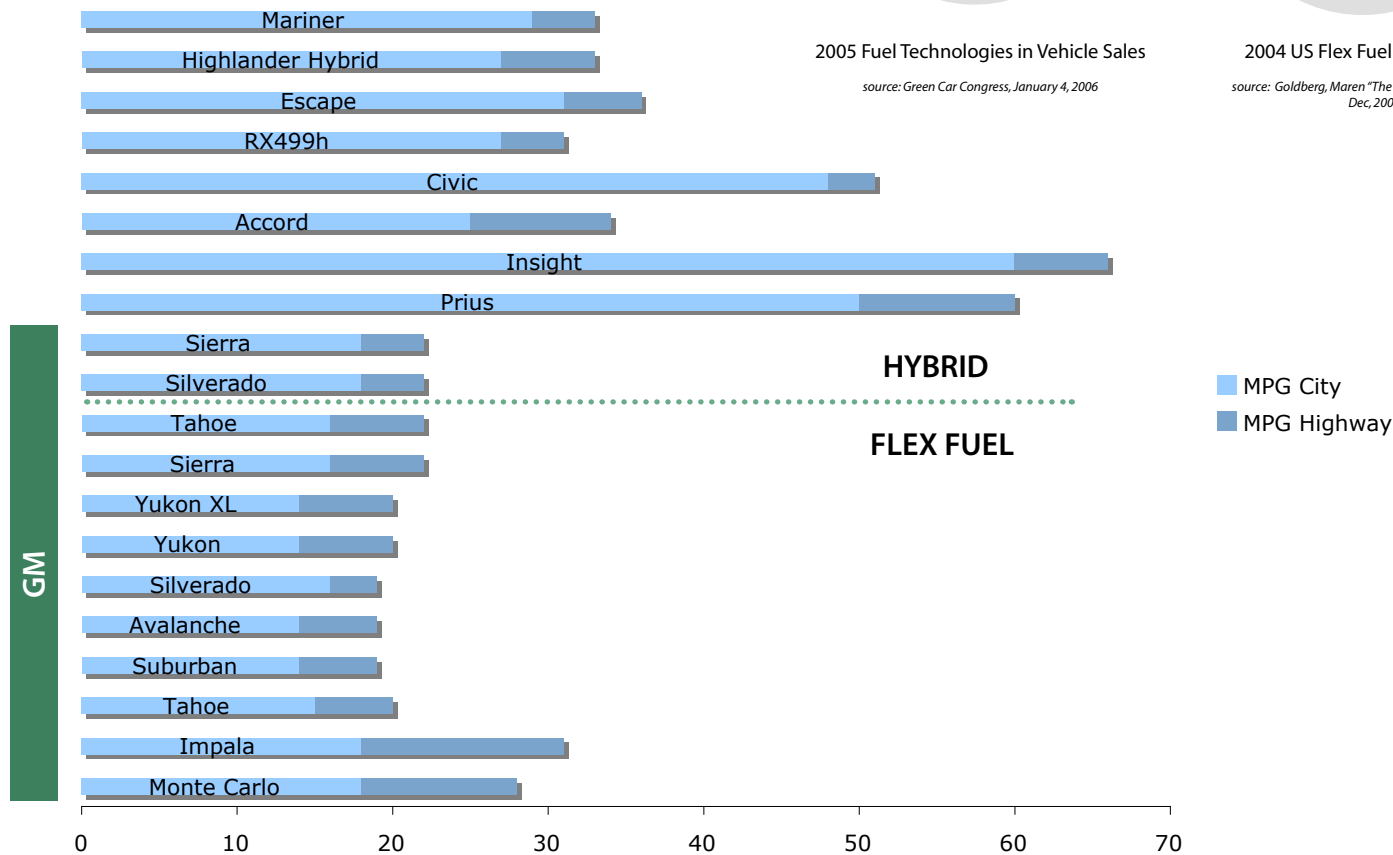
2004 US Flex Fuel Vehicle Sales

source: Goldberg, Maren "The rise of E85," Motor Age, Dec, 2004



2004 US Hybrid Vehicle Sales

source: Green Car Congress, January 4, 2006



Want to see more work?

I'm happy to share more with you in person or remotely.
In the meantime, you can get a sense of the breadth of
my work at www.sarahbnelson.com.

Contact

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(773) 281-2138

www.sarahbnelson.com

