

Martine Freiberger **User Interface/Visual Designer** 650 • 722 • 0924 martine.freiberger@gmail.com

Portfolio <http://www.nandanastudios.com/portfolio>

Professional Summary I am skilled in visual and interface design, from concept through completion. I value collaboration and building relationships with peers, customers, management and vendors. I enjoy working with a geographically diverse group of technical and non-technical personnel. Although I am easy going, I work well under pressure. My philosophy is that fun should be part of all aspects of life.

- Accomplishments
- Improved Yahoo! Green website's information architecture, appearance and usability, by restructuring site's navigation, adding Living Green guides and community features.
 - Reduced duplication of effort and improved Sun Microsystems' brand consistency through initiating and managing a corporate-wide weekly visual design forum. These meetings also fostered open communication and innovative approaches to design problems. This resulted in a reduction in overall design costs.
 - Strengthened corporate brand, improved perceived product line value, and aligned the look and feel of web and standalone applications by creating visual design guidelines for Sun, iPlanet and Filoli Information Systems.
 - Reduced 60-page document to 4 by co-producing a visual quick-start card for complicated hardware product. The document was applauded by Sun's CEO and led to improved product design.
 - Received 11 regional and international awards for Sun ease-of-use documentation and product packaging from Society for Technical Communication.

Experience **Yahoo!** Sunnyvale, California **March 2008 – December 2008**

Senior User Interface Designer – Yahoo! Green web site

- * Created preliminary designs for Yahoo's Earth Day Event site
- * Restructured site navigation for site to be cleaner and more intuitive
- * Provided all visual and interaction design for new community features: discussions, comments, alerts and news feeds to other Yahoo properties
- * Designed and performed quick-turn usability field study for new Living Green guides feature

Visual and Interaction Designer - Social Networking, Open Social - Profiles

- * Provided visual and interaction design of site's settings pages for user profile
- * Created design direction for marketing on core profile application
- * Assembled screens and flows for user stories presented to executives
- * Conducted competitive analysis on women's social networking sites

Dun & Bradstreet San Mateo, California **April 2007 – March 2008**

Senior User Interface Designer - UI Lead for Sales and Marketing Product Line.

- * Created prototypes for user testing to confirm early requirements
- * Collaborated on information architecture
- * Incorporated new method for in-line form administration
- * Created wireframes, interaction markups and patterns for development style guide

Nandana Studios Redwood City, California **2004 – Present**

Design Consultant

Independent consultant providing visual design and usability expertise to create highly usable web sites, print collateral and brand design systems.

- * Increased web traffic and event attendance by 15% after redesigning client's web interface

- * Sold out function; Funds raised during charitable event exceeded expectations by 30% by developing and executing a fun, exciting theme and brand system

Sun Microsystems Inc. Santa Clara, California **2003 – 2004**

Senior Visual Designer / Design Lead

Managed visual designers' work and tracked projects. Responsible for branding, visual design, and art direction for Sun software including Solaris Enterprise, Java Desktop.

- * Created software brand to unify products that released together, on disparate timelines
- * Collaborated on enterprise instant messaging product

IPlanet – Sun/Netscape Alliance Santa Clara, California **2000 – 2003**

Senior Visual Designer / Project Manager

Solely responsible for brand, visual design, art direction, and illustration of 30+ software products. Managed brand redesign for e-commerce products. Collaborated with user interface engineers on multiple new web products. Managed budget and directed multiple vendors.

- * Collaborated on creation of mail/calendar/scheduling tool
- * Filed patent for browser device that allowed for horizontal scrolling of navigation

Sun Microsystems Inc. Menlo Park, California **1998 – 2000**

Visual/User Interface Designer

Provided senior-level design and art direction for system administration products.

- * Worked alongside user interface engineers on usability studies and product development
- * Mentored junior designers and provided peer reviews on a daily basis
- * Contributed design work to Installation Wizards and System Administrator's Console

Filoli Information Systems Company Palo Alto, California **1995 – 1998**

User Interface Design Manager

Responsible for look and feel for user interface of software product line and corporate image.

- * Directed design group and participated on cross-functional teams to create intuitive and effective modules for large-scale software product
- * Conducted usability testing utilizing paper prototypes
- * Performed competitive analysis and wrote use cases
- * Co-created more efficient and effective design process for software product development

Sun Microsystems Inc. Mountain View, California **1990 – 1995**

Senior Graphic Designer

Responsible for design, art direction, illustration and production of collateral, packaging and online work for Tech Products department groups.

- * Collaborated on many online projects including online help and original Sun website

Design Experience from years 1984-1990 provided on request

Education
Past/Ongoing

San Jose State University Bachelor of Science in Graphic Design
Aspen Design Conference, CHI International Conference, WebGuild Web 2.0 Conference
Digital Animation (using Flash)
Usability and Web Design
Project Management

Competencies

Expert Knowledge of: Photoshop, Illustrator, Fireworks, Dreamweaver
Proficient in: Visio, Flash, InDesign