Ivy Feraco

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http://onthemargins.com

{ Design and code enriching, accessible user experiences for web and software projects. }

Strengths

- Experience through all stages of a project's lifecycle, from wireframing to full application development and re-assessment after release

- Gathering user needs and feedback through research, discussion (a little empathy) then translating these findings into specs and design

- Leveraging Javascript/HTML/CSS to make anything look and feel good. Other tools in the box: Python, JSTL, PHP, MySQL. Jboss, Tomcat for deployment. Unix, Obj-C, OCUnit, C++.

- Value collaboration. Always open to other approaches and learning new things.

Work Experience

UI Developer. Box Studios, NYC July 08 - Present
Developing software for photographers and technicians in Cocoa, while adhering to Apple Interface Guidelines. Primary responsibilities: GUI design/programming, unit tests, writing specs for new features, conducting discussions and tests with users. Created a live auction app with networked displays using Django, jQuery, and Cocoa that was installed on-site.

UI Designer. The Wonderfactory, NYC December 07 – July 08
Designed content-driven sites, an internal project management app, and introduced prototyping and user testing to the team's design process. UI Lead on Food Network redesign. Determined relevant data from FN and shaped its presentation for search and site modules; prototyped a cooking app. Nielsen praised the new site's navigation on useit.com/alertbox.

UI Developer, IX Designer. Parsons Institute for Information Mapping, NYC May 06 – Dec. 07
Worked with a small team to build an online app integrating news, census statistics, people/ organization directories, and geospatial data. Spearheaded interface redesign and redefinition of existing key features (search query logic, news results ranking). Lead role developing the application in Javascript (using Ext and YUI framework), HTML/CSS, and JSTL.

Part-time Faculty. Parsons School of Design, NYC Since Fall 2005
Teaching undergrad and grad courses in the Design and Technology program that introduce programming to new media students. Classes cover Python, Processing, microcontrollers.

Web Designer, Dotmarketing, Coral Gables, FL Aug. '01 – Sept. '03
Developed both small- and large-scale sites for various industries - education, pharmaceutical, and financial. Responsible for visual design as well as the front-end code. Worked with Java programmers to build CMS for clients to update their websites and distribute newsletters.

Education

Parsons School of Design, NYC Design and Technology, MFA 2006
Studies included interface design, infovis, physical computing, algorithmic animation.
Thesis: sound responsive animations with C++, OpenGL, digital signal processing

New College, Sarasota, FL Philosophy, BA 2001

Other Interests   Music & record collections, computer animation, cooking, typography