

# AMY MEW

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## EDUCATION

University of California, Santa Cruz  
Bachelor of Arts, Psychology, 1997

- College Honors
- Honors in the Major

## ASSOCIATIONS

Interaction Design Association

## SOFTWARE EXPERTISE

Adobe PhotoShop  
Adobe Illustrator  
Adobe InDesign  
Macromedia Fireworks  
Macromedia Flash  
Macromedia Dreamweaver  
Microsoft Office

## TECHNICAL EXPERTISE

HTML  
CSS  
XML  
XSLT  
Basic Javascript  
Basic ASP  
Basic PHP

## INDUSTRY INTERESTS

Automotive  
Gaming & Entertainment  
Luxury Consumer Products  
Mobile  
Social Networking  
Virtual Environments  
Youth Lifestyle

## PERSONAL INTERESTS

Swimming, biking, running,  
surfing, traveling, cooking, and  
fundraising

## PROFILE

Amy Mew is passionate about mobilizing technology and design to create usable, extensible, accessible and gratifying user experience. Amy enjoys working within a team-oriented environment, creating conceptual frameworks and documentation designed to aid in the development of user-centered design and technology solutions. With a deep understanding of digital technology and human behavior, Amy makes the web more usable.

Big brands well served by Amy's expertise include Sony PlayStation, Yahoo!, PayPal, Mattel, Four Seasons Hotels and Resorts, Scion, Toyota, Mazda, NissanUSA, Infiniti, Nestlé, TaylorMade Golf, Disney, and several others.

## INFORMATION ARCHITECTURE/USER EXPERIENCE SKILLS

- Defining functionality, content, navigation, and interaction models through prototypes, page level wireframes, site-maps, process flowcharts, use cases, and content matrices.
- Generating user requirement definition by leading and participating in creative brainstorming and working sessions with internal and client teams.
- Presenting deliverable and recommendations to clients and leading related meetings.
- Leading user personae research and documentation.
- Working closely with content strategists to develop content/data models, nomenclature and taxonomies.
- Researching and evangelizing latest tools, methodologies, practices and trends that relate to the field.
- Conducting multiple methods of primary and secondary research including interviews with key stakeholders, observation, surveys, and usability studies.
- Contributing to the overall strategic direction and vision of projects, making positive contributions in a tightly-knit, multidisciplinary team environment.
- Recruiting, hiring, mentoring and managing junior to mid level information architects.

## RELEVANT EXPERIENCE

- Pepper Interactive – Redondo Beach, CA August 2002 - current  
*Principle, User Experience Strategist*
- Siegel+Gale – Westwood, CA May 2006 - January 2008  
*Senior Information Architect, Los Angeles Lead*
- Proxicom | Designory – Marina del Rey, CA April 2005 – May 2006  
*Freelance Senior Information Architect*
- Avenue A | Razorfish – Los Angeles, CA February 2004 – April 2005  
*Information Architect*
- Affinity Internet – El Segundo, CA April 2003 – February 2004  
*Senior Information Designer*
- PricewaterhouseCoopers – San Jose, CA May 2001 – August 2002  
*User Interface Specialist*