

GEORGIA OTTO

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WORK EXPERIENCE

PixelMEDIA, Inc. ~ Experience Architect **Portsmouth, NH** **May 2008–Nov. 2009**

- Lead the information architecture efforts for one of PixelMEDIA's largest projects, which involved combining over 6 web properties into one site with multiple interactive filter tools.
- Trained the Two International Group administrator to use a CMS complete with Flickr integration.
- Redesigned and optimized the landing page template for Qumas paid search campaigns, resulting in a 153% increase in form submissions and a 44.8% increase in conversion rate.
- Played a key role in up-selling a database solution to Piedmont Medical Group.
- Produced and contributed to a variety of deliverables including sitemaps, low and high-fidelity wireframes, interactive prototypes, use cases and personas.
- Worked concurrently on a broad array of projects for clients including Rubik's Cube, Nuance Dragon NaturallySpeaking, ViaLuxe, Lojack SCI, UGL Unicco, Working Dog Foundation, Composimold, Static Line Interactive and Suprock Technologies.

Pixel Bridge, Inc. ~ Junior Account Manager **Boston, MA** **Jul.–Dec. 2007**

- Collaboratively designed information architecture for clients such as Harvard International Office.
- Revitalized a database and website overhaul project for MIT Enterprise Forum by implementing a bug tracking system and overseeing the quality control and testing process.
- Performed interaction & interface design for key clients including Fidelity Investments, The Boston Globe and SolidWorks Corporation.
- Represented Pixel Bridge as the point-person for accounts including MIT Enterprise Forum, JK&B Capital, Friends of the Children and Glide Magazine.

MIT Lincoln Laboratory ~ Web Design Assistant **Lexington, MA** **Jul.–Dec. 2006**

- Managed design and development of the Web Team's first intranet site; performed requirements gathering, information architecture, task delegation and user interface design.
- Redesigned, updated and maintained intranet sites to comply with the new standard template.
- Gathered requirements for the design of a web-based update request system.
- Tested the process for using new self-publishing software.

PROFESSIONAL AFFILIATIONS

- Member of the New Hampshire Usability Professionals Association (NHUPA)

EDUCATION

Northeastern University **Boston, MA** **May 2008**

- Bachelor of Science in Information Science with Business Minor, GPA: 3.5
- **Additional Coursework:** Organizational Behavior, Information Resource Management, Marketing, Empirical Research Methods, Writing for Use in Technical Professions, Learning and Motivation, Cognition, Symbolic Logic, Database Design, Object Oriented Design

TECHNICAL SKILLS

- **Languages:** XHTML, CSS, Visual Basic, SQL, PHP, Java, C++, Perl, Pascal, Assembly, QBasic
- **Software:** *Adobe:* Photoshop, Illustrator, Dreamweaver, Flash, Contribute, Fireworks, Indesign; *Microsoft:* Visio, Project, Excel, PowerPoint, Access, Word, Outlook; Axure.

INTERESTS

King's Tang Soo Do Karate ~ Instructor, 2nd Degree Black Belt **Campton, NH** **2001–Present**

- Developed performance, public speaking, teaching, leadership, and self-discipline skills.
- Accomplished martial arts instructor, tournament official, and competitor.

Other Interests

- Motorcycling, Snowboarding, Strategy Gaming, Nature Photography, Arts & Crafts