

Rachel Hollowgrass

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Summary ▶ An innovative and experienced user experience designer and developer specializing in user-centered design, interactivity and technical content. Strengths include media integration, client-side coding, and curriculum design. An excellent communicator who thrives in a team environment.

Experience ▶ **University of California** **2008 – Present**

Senior User Experience Designer • Berkeley campus *2015 – Present*

- Conduct user research to define use cases across diverse campus populations.
- Perform business and technical analysis to determine feasibility of use cases.
- Present research findings to stakeholders.
- Design user experience and UI elements including interaction patterns, navigation, screens, visual design, icons, etc.

Computer Systems Engineer • Lawrence Berkeley Nat'l Laboratory *2014 – 15*

Design and develop software for research teams including the AmeriFlux project, which gathers and shares long-term carbon, water and energy flux measurements for climate science.

User Experience Designer • Berkeley campus *2008 – 14*

- Working within agile process, develop overall user experience (UX) methodology based on UCD principles. Oversee UX process and deliverables from user research and data analysis through mockups and usability studies.
- Mentor junior UX designers.
- Ensure that project meets internationalization and accessibility standards. Ensure that UX design patterns are applied uniformly across related projects.
- UC Berkeley UCD Group - Co-Chair

Guest Lecturer • Berkeley campus *2008 – 13*

- Graduate School of Information: INFO 198 “UI Prototyping”
- Graduate School of Information: INFO 290 “Web Architecture”
- Electrical Engineering & Computer Science: CS 298 “HCI Design Clinic”

Kaiser Permanente **2015 – 16**

User Experience Researcher

- Shaped data-gathering instruments for medical research in personal, community and clinical contexts.
- Modalities included diary studies, shadowing, and video interviews.
- Domain was patient profiles for emerging medical concerns.

Stanford University • Stanford CA **2005 – 08**

Research Software Developer

- Design and develop code libraries, interaction patterns, UI design, visual design, XML schema, n-tier architecture and client-server communication for interactive language and mathematics curricula using XML-based Flash. Languages were Mandarin and English.
- Conduct usability studies in Chile and South Korea.
- Team lead for AJAX-based student information applications.
- SUFIX: Stanford University Forum on Interaction and eXperience - Founder

University of Texas, Austin / Agile Mind • Austin TX

2004 – 10

Instructional Designer and Software Developer

- Design, develop and manage interactive, instructional media for curriculum developer under the auspices of the University of Texas at Austin. Responsibilities include instructional design, user interface design, art direction, code management and Flash programming. Content includes calculus and statistics curricula.

Apple, Inc. • Cupertino CA

1989 – 2002

Software Engineer

1995 – 2002

- Engineer on consumer projects including iPod, iTunes, and iMovie.
- Design and develop XML-based media shells in Flash and interactive QuickTime to eliminate key tools and skill sets previously needed to localize rich media.
- Lead engineer on interactive media, database, and HTML-based help projects including help for the Mac OS.
- Develop curriculum and train staff of 30 in HTML authoring.
- Lead engineer on a set of tutorials authored in Macromedia Director, simulating the Mac OS. The eleven person team included five engineers. Project was delivered on the iMac.

Production and Project Manager

1993 – 95

- Manage instructional projects. Develop and manage budgets and schedules. Work with marketing and localization teams to achieve organizational goals. Coordinate content, design and production resources.
- Manage and contribute to “Wacky Jacks”, a cross-platform children’s educational CD. The technical heart is a database of 12,000 images. “Wacky Jacks” won New Media magazine’s InVision award. Don Pardo provided voice talent.
- Modify fonts to achieve cross-platform parity.
- Write Windows installer scripts for multimedia titles.

Publishing Tools Specialist

1989 – 93

- Design and develop software tools for publications groups.
- Create fonts for use in publications, which increased usability and reduced content length by 5%.
- Manage a group of page-composition specialists.
- Train staff of 15 in use of publishing tools.

Publications, Awards, Education

Publications ▶

- American Geophysical Union • 2014-12
[Identifying and Managing Data Validity Challenges with Automated Data Checks in the AmeriFlux Flux Measurement Network](#)
- 10th IEEE International Conference on e-Science • 2014-10
[Observational Data Patterns for Time Series Data Quality Assessment](#)
- Modern Analyst • 2011-07
[Business Analysis and User Experience](#)
- UC Berkeley iNews • 2011-05
[Business Analysis and User Experience at Berkeley](#)

Awards ▶

- Design Management Institute: Design Value Award: Kaiser Permanente Lantern project
- Best Online Technology award from Society for Technical Communications for AppleGuide
- InVision award from New Media for Wacky Jacks CD
- Four mice (out of five) from MacUser for KeyCap Fonts
- Regent’s Scholar, UC Irvine

Education ▶

University of California, Irvine
Social Ecology, Computer Science