

Carl Collins

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Experience

Information Architect, Enlighten, Ann Arbor, MI - 2007 - current

- Work with client and project managers to translate client goals into interactive objectives
- Collaborate with designers and engineers to create project estimates and implement interactive objectives
- Writing and conducting user tests to gain insight on the needs of a particular audience
- Instituted the company's internal blog and an internal conference series to promote cross-disciplinary communication

Product Manager, Rosenfeld Media, Ann Arbor, MI - 2006 - current

- Prepare site survey reports on navigation, search, and flow for data-driven collection service and e-commerce/shopping cart implementation
- Conduct user testing to target key areas for development revision
- Directed developers and designers in implementing logic and interface changes

Organizer, Open Courseware Tool - sakaiproject.org Ann Arbor, MI - 2006 - 2007

- Supervised local development team and student volunteers
- Collaborated with Utah State University to ensure compatibility with external eduCommons system
- Conducted user testing with domain specific audiences

English Instructor, NOVA Group; Osaka, Japan - 2003 - 2005

- Instructed English EFL students and designed curriculum addressing their specific learning needs
- Participated in instruction design for NOVA's GINGANET VOIP system

Production Assistant, Big Bang Idea Engineering, Del Mar, CA - 1998 - 2000

- Worked closely with the creative director to shift his print ideas into digital media
- Assisted in the production of print and online advertising materials using Adobe Creative Suite

Education

University of Michigan - Masters of Science in Information, December 2006

University of California Irvine - Bachelor of Arts, June 2002

Skills and Interests

Evaluation and Testing

Survey writing, test planning and prototype driven task based analysis

Interface Layouts

Sketches done in Adobe Creative Suite, Omni Graffle, Vlsio or dry erase pen

Network & Graph Analysis

Pajek and GraphViz for visualization and Perl for data collection

GIS & Cartography

ARC GIS, Google Maps API, and hand drawn maps

Japanese

Beginner skills in Reading, Writing and Speaking