

Rachel Hollowgrass

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Summary

An innovative and experienced user experience developer specializing in user-centered design, interactivity and technical content. Strengths include media integration and multicultural experience. An excellent communicator who thrives in a team environment.

Experience

University of California, Berkeley • Berkeley CA 2008-present

UX Architect 2008-present

User experience architect and team lead for the Kualu Student project, an open-source, next-generation student information system. Kualu Student is being developed by a consortium of higher-educational institutions including MIT, USC, UC Berkeley and the University of British Columbia at Vancouver. Kualu Student is funded by the Andrew W. Mellon Foundation.

Responsibilities:

- Develop overall UX methodology based on user-centered design process.
- Oversee UX process and deliverable development including contextual inquiry, user data analysis, personas, functional principles, delivery method definition, wireframes, mockups and usability testing.
- Mentor UX designers.
- Ensure that project meets internationalization and accessibility standards.
- Ensure that UX design patterns are applied uniformly across all development nodes and Kualu partner projects.

Guest Lecturer, Graduate School of Information 2008-present

- Usability for Web Architecture

Stanford University • Stanford CA 2005-2008

Research Software Developer 2005-2008

- Designed and developed UI, templates, XML schema and client-server communication for interactive language courses using XML-based Flash.
- Conducted usability testing in Chile and South Korea.
- Team lead for AJAX-based student information applications.

University of Texas, Austin / Agile Mind • Austin TX 2004-2005

Instructional Developer 2004-2005

- Designed, developed and managed interactive, instructional media for curriculum developer under the auspices of the University of Texas at Austin. Responsibilities included instructional design, user interface design, art direction, code management and Flash programming. Content included calculus and statistics curriculum.

Apple Computer, Inc. • Cupertino CA 1989-2002

Software Engineer 1995-2002

- Created XML-based media shells in Flash and interactive QuickTime that eliminated the need for four hundred hours and ten thousand dollars in localization costs.
- Lead engineer on interactive media, database, and HTML-based help projects including help for the Mac OS, Final Cut Pro, iMovie, iPhoto and other applications.
- Developed curriculum and trained 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.

Project Manager 1994-95

- Managed instructional print projects. Developed and managed budgets and schedules. Worked with marketing and localization teams to achieve company-wide goals. Coordinated content, design and production resources.

Production Manager 1993-94

- Managed and contributed 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.
- Modified fonts to achieve cross-platform parity.
- Wrote Windows installer scripts for multimedia titles.

Publishing Tools Specialist 1989-93

- Researched, developed and maintained software tools for publications groups.
- Created fonts for use in publications, which increased usability and reduced page count by 5%.
- Managed a group of three page-composition specialists.
- Trained staff of 15 in use of publishing tools, including QuarkXPress and FrameMaker.

Amnesty International • San Francisco CA 1994

Graphic Artist 1994

- Composited images in Photoshop for Amnesty Interactive, a history and atlas of human rights.

Paperback Software Int’l. • Berkeley CA 1984-89

Product Manager / Typesetting Supervisor 1984-89

- Designed, developed and managed KeyCap Fonts, a set of Type 1 fonts. Initial versions written in PostScript. MacUser Magazine rated this product at four mice (out of five).
- Developed and managed four-person, DOS-based typesetting department.

Awards

- Best Online Technology award from Society for Technical Communications for AppleGuide
- InVision award from New Media magazine for Wacky Jacks CD
- Four mice (out of five) from MacUser magazine for KeyCap Fonts
- Regent’s Scholar, UC Irvine

Reviews

- “Take the phone off the hook ... you’re in for a treat.”
—Robin Williams describing the Mac OS Tutorial in [The Little iMac Book](#) (first edition)
- “KeyCap Fonts ... should be in the font library of everyone who does even a page of documentation.”
—Steven Bobke, [MacUser](#) magazine

Professional Associations

- BayCHI (Bay Area chapter of the ACM SIG on Computer-Human Interaction)
- IAI (Information Architecture Institute)
- SUFIX - Stanford University Forum on Interaction and user eXperience (founder)

Education

Professional Development

Course work from Adobe Systems, Apple Computer, San Francisco State University, UC Berkeley Extension, and UC Santa Cruz Extension:

UNIX	Interface Design
C	Multimedia Design
PostScript	Director Lingo
Java	XML
Needs Assessment	Adobe Flex

Undergraduate

BA, Social Ecology
University of California at Irvine

Course work included data structures, compiler theory, programming languages and finite math

Resources

My website: <http://www.rachelhollowgrass.com/>

Kuali Student: <http://student.kuali.org/>

UC Berkeley iSchool’s Web Architecture course: <http://dret.net/lectures/web-fall08/>

Stanford’s EPGY program: <http://epgy.stanford.edu/>

University of Texas, Austin / Agile Mind: http://www.agilemind.com/dana_center.html

Apple iTools Help: <http://help.apple.com/itoolshelp/2/help/general/iToolsHlp.htm>