

# Rachel Hollowgrass

<http://www.rachelhollowgrass.com/>  
[rachel@rachelhollowgrass.com](mailto:rachel@rachelhollowgrass.com)

See my website for  
interactive examples.

## Summary ▶

An innovative and experienced user experience 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 ▶

### H I G H L I G H T S

#### University of California, Berkeley • Berkeley CA 2008-present

##### Senior UX Designer

2008-present

User experience designer for Student Systems 2009-present

##### Significant Projects

- User experience designer for Berkeley's implementation of Sakai OAE.
- User experience architect and team lead for the Kuali Student project.
- Worked in multi-institutional context with colleagues from University of Cambridge, University of Capetown, Indiana University, MIT, U of Michigan, NYU, UBC Vancouver, USC, UMd, and Charles Sturt University in Australia

##### Responsibilities:

- Responsible for user experience within CalCentral project and across other integrated technologies including enterprise services and Google Calendar.
- Working within agile process, develop overall 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, UC Berkeley

2008-present

- Graduate School of Information: INFO 290 "Web Architecture"
- Electrical Engineering & Computer Science: CS 298 "HCI Design Clinic"

#### Stanford University • Stanford CA

2005-2008

##### Research Software Developer

2005-2008

- Designed and developed 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.
- Conducted usability studies in Chile and South Korea.
- Team lead for AJAX-based student information applications.
- SUFIX: Stanford University Forum on Interaction and eXperience - Founder

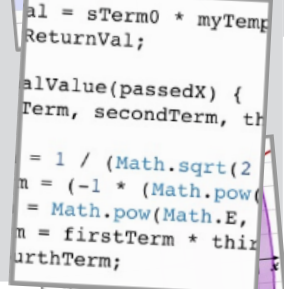
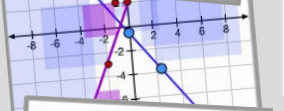
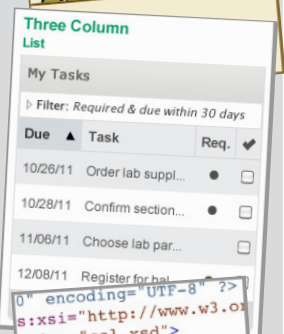
#### University of Texas, Austin / Agile Mind • Austin TX

2004-2010

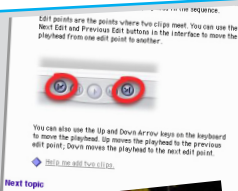
##### Instructional Developer

2004-2010

- 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.



Several UX steps are completed before UI design begins. In Agile process this is referred to as iteration 0.



## Apple, Inc. • Cupertino CA

1989-2002

### Software Engineer

1995-2002

- Engineer on consumer projects including iPod, iTunes, and iMovie.
- Designed and developed XML-based media shells in Flash and interactive QuickTime that eliminated 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.
- 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 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. Don Pardo provided voice talent.
- Modified fonts to achieve cross-platform parity.
- Wrote Windows installer scripts for multimedia titles.

### Publishing Tools Specialist

1989-93

- Designed and developed software tools for publications groups.
- Created fonts for use in publications, which increased usability and reduced content length by 5%.
- Managed a group of page-composition specialists.
- Trained staff of 15 in use of publishing tools.

## Publications, Awards, Reviews, Education

### Publications ▶

- UC Berkeley iNews • 2011-05  
[Business Analysis and User Experience at Berkeley](#)
- Modern Analyst • 2011-07  
[Business Analysis and User Experience](#)

### Awards ▶

- 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

### 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](#)
- “KeyCap Fonts ... should be in the font library of everyone who does even a page of documentation.”  
—Steven Bobke, [MacUser](#)

### Education ▶

- BA, Social Ecology  
University of California, Irvine
- Course work included data structures, compiler theory, programming languages and finite math.