

CATHERINE E. TIRITOGLU

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Online portfolio: www.uilab.com/cathy

SUMMARY: **Cathy Tiritoglu** is a user interface designer for web sites, web-based applications, and wireless devices, with seven years experience in web UI design. Her skills include interaction design, use modeling, visual design, prototyping using HTML and JavaScript, with strong attention to usability in the design process.

EXPERIENCE:

3/00-11/01 **Cellmania, Inc., Mountain View, California** *Senior interface designer and project lead*

Designed user interfaces and interaction for web sites, web-based applications, PDA-based applications, and phone-based mobile internet applications. Developed information architecture, navigational schemes and graphics for Cellmania's mFinder mobile internet directories, mStore web stores for wireless devices, mEnterprise mobile platform application, Cellmania's corporate website, and wireless product demos. Project manager for mFinder and mStore projects, and managed a junior designer on various web, Flash and print projects. Worked closely with product management and marketing team to develop requirements, developers to implement the designs, and QA to verify intended interaction. Created use models, paper prototypes and HTML/JavaScript mockups during design process.

Developed interfaces for two PDA-based web applications running on Microsoft's PocketPC browser. Studied interaction model and developed preliminary design for a RIM-based mobile application running on GoAmerica's GoWeb browser. Designed interaction for phone-based application to create and edit mobile web (WAP) sites. Worked on various UI aspects of Cellmania's mFinder application for the phone (HDML and WML), wireless device product demos and mFinder desktop simulators.

- **Active accessible URLs**

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| www.cellmania.com | mfinder.cellmania.com |
| cingular.cellmania.com | excite.cellmania.com |
| officedepot.cellmania.com | airtel.cellmania.com |
| attws-gprs.cellmania.com | |

1/94-4/99 **M.J. Harden Associates, Inc., Kansas City, Missouri** *UI designer and corporate communications designer*

Designed user interface and interaction for various web sites, including the company's web site, American Public Works Association (APWA) InfoLink, Kansas City Chapter of APWA, several Burlington Northern Santa Fe Railroad intranet sites, and a project binder intranet site. Worked directly with clients before and during development process to refine requirements. Designed graphics for multimedia demo CD of MJH software applications. Created prototypes to review with clients and to deliver to engineering team for implementation. Assisted senior designer in developing icons for toolbar for major software application.

In addition to UI design, also designed corporate communications. Redesigned and implemented new corporate identity for M.J. Harden Associates (MJH); designed trade show

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booth mural graphics; developed series of logos for suite of software applications developed by MJH. Created graphics for presentations and proposals. Planned advertising calendar; worked with ad agency to create ad campaign; designed ads; prepared digital ads for service bureau to output film. Coordinated trade show exhibits; designed and produced direct mail pieces. Wrote and edited copy for marketing material, including brochures, direct mail, and ads.

DESIGN CONSULTING:

User Interface Laboratory, LLC, Kansas City, Missouri

Developed promotions, user interface, and graphics for various web, print and multimedia projects.

- Music With A Smile Productions, LLC: Corporate identity design, designed series of video tape covers, associated inserts, and promotional and post-sale materials; designed and developed web site.

EDUCATION:

May 1993

University of Kansas, Lawrence, Kansas

Bachelor of Science in Journalism (Major—Advertising)

SEMINARS GIVEN:

Creating an Effective Web Site—presented at:

- KCACM/KC Webmasters, September 24, 1997, Kansas City, Missouri.
- KC-CHI (Computer-Human Interface), June 3, 1997, Kansas City, Missouri.

DEVELOPMENT ENVIRONMENTS & TOOLS:

Operating Systems: Windows 98/2000, Apple OS, some UNIX

Development Platforms: Web, Palm, RIM pager, phone

Languages & Tools: Strong HTML coding, JavaScript, CSS, Macromedia Flash, CorelDraw, Adobe Illustrator, Adobe Photoshop, Adobe ImageReady, Adobe Acrobat, Allaire HomeSite, allCLEAR (use modeling tool)

LANGUAGES: Speak, read and write French

AWARDS: 1999 US Virtuoso Accordion Champion

ACTIVITIES: Member Bay-CHI—Bay Area chapter of the SIGCHI-ACM
Member University of Missouri—Kansas City Accordion Orchestra

ONLINE PORTFOLIO:

www.uilab.com/cathy