

Isabel Ancona

524 SE 16th Ave
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917.748.4780
izabel@thorn.net

WORK EXPERIENCE**User Experience Consultant**

July 2008 - present

Design strategy and research, user interface design, information architecture, workflow and task analysis and project management consulting.

Philips Design, Andover, MA

October 2003 - July 2008

Creative Director, User Interface Design, 2007 - 2008

Senior User Interface Design Consultant, 2003 - 2007

Leading the North America UI Healthcare team and designing of user interfaces for broad range of Philips Medical Systems products, with a focus on clinical information systems, ultrasound, patient monitoring and cardiology products.

Catapult Thinking, Boston

January 2003 - October 2003

Information Architect

Leading and participating in a broad range of interactive and brand strategy projects for such clients as Walden Media, Staples, Polaroid, and Berklee School of Music.

Golden Retirement Resources, New York

October 2001 - September 2002

VP, Information Design

Part of a team developing the initial release of the new retirement product, RetireMentor. Responsible for all aspects of the information architecture and interaction design, and the management of screen implementation.

Studio Archetype and Sapient Corporation, New York

January 1997 - March 2001

Director of information architecture, New York lead, August 1999 - March 2001

Helped manage the 75-person multidisciplinary NY creative team and built, trained, and led the office's information architecture group. Key accomplishments include defining and communicating the company's methodology for working as an information architect; leading the winning team at the CHI2000 interaction design competition in Amsterdam; and recruiting, developing, and promoting a 12-person group of information architects in NY, DC and Cambridge. Participated in all aspects of client projects, including business development, scope planning, design, oversight, and implementation. Clients included Staples.com, United, Lego, Bain Consulting, mcy.com, and Smith and Noble, among others.

Information architect/senior information architect, January 1997 - July 1999

Responsible for designing the organizational and interaction models for a broad range of projects. Collaborated with team on all aspects of product development, including initial research and strategy, user research, design and content development, specifications, and implementation. Projects included Web events, concept prototypes and brand strategy, and Web sites for IBM, Eastman Kodak Company, iQVC, and First Union.

U dot I, San Francisco

April 1994 - February 1996

Visual interface designer

Developed suites of icons, designed and produced CD-ROMs, completed concept prototypes, and created visual and technical specifications for interactive television for such clients as Apple, Houghton Mifflin Company, Paramount Pictures, Verity, Claris, Jack Morton Productions, Getty Center for Education in the Arts, and Skytel.

Ancona + Associates, Inc., San Francisco

January 1993 - April 1994

Project assistant

Contributed to the Southeast Alaska Visitor Information Center's exhibit design for the USDA Forest Service in Ketchikan. Responsible for photo and object research and management, and design specification & production.

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SELECT FREELANCE PROJECTS**Coalition of Community Health Clinics**

October 2009 - present

Pro bono project to assist in the planning and user interface design of the Coalition of Community Health Clinics web site redesign project.

Squishymedia

May 2009 - present

User interface design and user research for the Multnomah County Juvenile Justice Supplemental Information System, a system to help manage the youth treatment process. A user interface review of the Network of Care web site for the Oregon Department of Human Services.

Ancona + Associates, Inc.

December 2008 - May 2009

User experience design and project management for a adidas knowledge management website.

Inspire Medical Systems

November 2008 - February 2009

A user interface review of the first release Inspire II IPG Programmer system, and recommendations for usability improvements. User research planning, team training and artifact development for prototype testing.

MIT Dept. of Architecture, Changing Places: the MIT Home of the Future Consortium, Boston

October - December 2002

Visual design of the open source application, Context-Aware Experience Sampling Tool. This IPAQ PDA application is used for acquiring traditional and context-aware experience sampling data for user research.

Yo (now HOT Studio), San Francisco

March 1994 - May 1996

Interface and graphic design for a range of Web and print projects for such clients as PeachPit Press and Agfa Corp.

Milton Glaser Inc., New York

May 1988 - August 1988

Summer internship in the print and packaging departments.

EDUCATION**Southern California Institute of Architecture, Los Angeles**

"Making + Meaning," a six-week intensive architecture course, 2000 summer program

The Cooper Union, School of Art, New York

B.F.A., with a focus on design, sculpture, and photography, 1992

PORTFOLIO

<http://www.isabelancona.com>