

Patricia Raun Craig

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SKILLS

- Project management for web applications for small and mid-scale data-centric websites working on multi-disciplinary teams including developers, editors, marketing, and business professionals.
- Design and development of websites using competitive analysis and usability methodologies to determine user requirements.
- Manage timelines in cooperation with development teams and small business owners.
- Strong knowledge of visual design principles, typography and color theory based on design studies on Master's level and over 20 years of design experience.
- Proficient using Photoshop, Fireworks, Illustrator, InDesign, Microsoft Office including Access and PowerPoint.
- Proficient developing web applications using HTML/CSS/JavaScript and PHP code for WordPress blogs.
- Competent in Flash (writing simple scripts), Dreamweaver, and Axialis Icon Workshop.
- Extensive knowledge of cross-browser/cross-platform standards.

WORK EXPERIENCE

Microsoft, Redmond, Washington,

Contract: Aquent Staffing Agency, November 2008 – June 2009

Position: Product Designer 3 with Microsoft Management and Services Division (MSD)

Product: Windows InTune Cloud Service

Followed design patterns from MSD group to design UX for licensing and inventory workloads. Wrote visual design spec that included redlines for UI elements, color and font specifications. Final documentation used HTML/CSS for online version. Developed prototype screens for mid-fidelity usability prototype using PowerPoint and Fireworks while working closely with program managers to ensure content accuracy.

Swedish Sleep Therapy Supply (SSTS), Seattle, Washington

Contract: Raun Craig Productions, July 2006 – May 2007

Position: UX Designer

Product: eCommerce website for durable medical equipment

URL for UX design project description: <http://www.rauncraig.net/rcpSite/ux-ssts.html>. Researched competitive DME websites to develop business case for redesign of SSTS's website. Explored design solutions for product catalog. Developed business requirements and wrote functional spec for external development team. Developed HTML/CSS/JavaScript code for integration with fusion-driven website. Presented prototype and specifications to ensure project feasibility to IT manager and development team.

Swedish Sleep Medicine Institute (SSMI), Seattle, Washington

Contract: Raun Craig Productions, January 2006 – June 2006

Position: Web Designer/Developer

Product: Website for patient portal

URL for UX design project description: <http://www.rauncraig.net/rcpSite/ux-ssmi.html>. Revised website to ensure consistency with Swedish Medical Center's branding guidelines. Developed JavaScript forms for complex medical history forms. Wrote visual design spec and effectively engineered an interactive prototype so the dev team could reuse the HTML/CSS/JavaScript code. This lower the development cost for SSMI. SSMI management retained my services for the SSTS eCommerce redesign project.

Pacific Endodontic Research Foundation, San Diego, California

Contract: Raun Craig Productions, January 2002 – October 2003

Position: Product Designer

Product: The Digital Office, electronic medical records system developed with Microsoft Access

Developed design solutions and utilized participatory design process with beta site users for complete medical diagnostic and healthcare office management system. Created product icons and patient education illustrations. Defined standards for color and typography. Revised UX interactions to bring product into compliance with Windows XP interface guidelines.

Raun Craig Productions, Bellevue, Washington, 1994 – present

Freelance sole proprietorship that specializes in UX design for web applications. Each project is unique and many of the projects include defining information architecture, creating scenarios, navigation models and wireframes. Below are some descriptions:

Knowledge Anywhere, Bellevue Washington

Graphic Designer, May 2008 – September 2008, March 2010 – present

Created instructional graphics for eLearning applications. Graphics had to following client's branding guidelines and style sheets. Projects included tutorials for Microsoft Unified Communications, Cricket Communications, Ste Michelle Wine Estates, and Siemens Healthcare Diagnostics.

WENDAZ.com, Kirkland, Washington

Web Designer, July 2008 – October 2009, URL: <http://www.wendaz.com/>

Sole design and development resource for small business website.

Northwest ADHD and Behavioral Medicine, Kirkland, Washington

Web Designer, April 2008 – September 2009, URL: <http://www.nwabm.com/>

Design business card. Sole design and development resource for small business website.

Dr. Lisa Mulligan, Issaquah, Washington

Web Designer, June 2007 – April 2008, URL: <http://www.lisamulliganmd.com/>

Sole design and development resource for small business website.

Rachel Beatty Design, Shoreline, Washington

Web Developer, September 2007 – June 2008, URL: <http://www.rachelbeatty.com/>

Sole development resource for small business website.

Vertafore, Bothell, Washington

Graphic Designer, October 2002 – May 2003

Created icons for web applications following Windows XP style guidelines.

PACCAR, Renton, Washington

Web Designer, April 2000 – June 2000 and August 1997 – October 1997

Created graphics for company websites that followed client's branding guidelines for each division.

Microsoft Corporation, Microsoft Office Group, Redmond, Washington

Product Designer, October 1997 – May 1998

Created instructional graphics for Microsoft Office online tutorials.

Microsoft Corporation, Microsoft Access Product Group, Redmond, Washington

Product Designer, March 1996 – May 1997

Created graphics – banners, website ads, instructional aids – for AccessDev website. Lead designer for complete redesign of AccessDev website.

Microsoft Corporation, Redmond, Washington, 1987 – 1994

Position: Production Coordinator

Products: Microsoft Bookshelf '92 and '91, Internal Authoring and Multimedia Tools, Microsoft Viewer Search UX and various multimedia encyclopedia prototypes

Coordinated production artists and acted as liaison between proofreaders, dev and test teams. Created graphics while developing consistent style for each product. Developed product prototypes based on usability studies, focus groups, market analysis. Reiterative design process with dev teams to develop UX for various internal tools.

EDUCATION

User-Centered Design Certificate, University of Washington, Seattle, Washington

Currently enrolled. January 2010 –

Courses Taken: HCDE 518 User-Centered Design,

Continuing Education, Bellevue Community College, Bellevue, Washington

Following courses taken: Microsoft Access Levels 1, 2 and 3, March – April 2003; JavaScript Programming, July 2001; UNIX Levels 1 and 2, April – May 1996

MFA, University of Oregon, Eugene, Oregon

MFA in Visual Design with emphasis in Computer Animation, 1984 – 1986

BFA, Tyler School of Art, Temple University, Elkins Park, Pennsylvania

BFA with emphasis in Printmaking and K-12 teaching certification, 1973 – 1977

SELECTED EXHIBITIONS

“Anticipation”, 2008, Group Show, Green Lake Presbyterian Church, Seattle, Washington

“The Thread”, 2007, Group Show, Crosspoint Church, Seattle, Washington

“Prevailing Human Spirit”, 2001, Group Show, Society of Illustrators, New York, New York

“Computers and the Creative Process”, 1992, Traveling Group Show, Visual Arts Resources, Oregon

“Digital Images”, 1990, The School of Fine Arts at Glassboro State College, Glassboro, New Jersey

PUBLICATIONS

Oregon Achievers

School of Architecture and Allied Arts, 1993, University of Oregon, Eugene, Oregon

Taking Software Design Seriously, Academic Press Professional, Inc, San Diego, California

“A Graphic Designer’s Perspective”, 1991, Chapter

PROFESSIONAL AFFILIATIONS

Graphic Artists Guild

Society for Technical Communication