



**JOB TARGET** UX Lead for a fast-paced company in the healthy food industry.

**PROFILE** Lead Experience Designer with proven performance delivering rich and usable experiences from ideation through delivery. Twelve years professional experience collaborating with teams to create award-winning deliverables for Enterprise and SMBs such as DELL, Cigna, AAA, AT&T, IBM, Cisco, HP, Do512, and Ptery's. Ability to balance creative with thoughtful, pragmatic, big picture solutions. Personable, driven, and honest.

## EXPERIENCE **UX LEAD**

*Noesis Energy & Perficient | 07.10 – Present*

UX Lead on 25+ person Agile Software Development team creating deliverables for clients such as DELL, AAA, and Harrison College.

Duties included user personas & research, scenarios, site maps & taxonomy, wireframes, prototypes, hi-fidelity comps, user-acceptance and usability testing.

Deliverables included Social Commerce Storefront, Facebook Commerce Storefront, Mobile Commerce Apps, DELL Deals Social Widget Prototype, CMS, Template Library

**CREATIVE DIRECTOR** | *Somnio | 9.08 – 6.10*

Lead teams of designers and developers to produce B2B and B2C interactive marketing deliverables across web, desktop, mobile, and social platforms for technology clients such as HP, Cisco, IBM, Cigna, Emerson, and AT&T.

Responsibilities include everything from ideation, marketing strategy, and requirements gathering on the front end to win business, to resourcing teams, implementation, and stewardship to final deliverable.

**ART DIRECTOR** | *Austin Fit Magazine (AFM) & Austin Runner (AR) | 9.04 – 9.07*

Direct and implement the rebranding of *AFM*, a monthly health and fitness publication, from newsprint tabloid to glossy magazine format.

Manage and hire contract artists and junior designers, design layouts and ads, photograph and illustrate images, develop story ideas, and assist editor with copy and headlines.

Translate magazine to the web to include animated Flash front end and dynamic back end.

Produce, direct, edit, and create motion graphics for web video editorials.

Developed e-newsletter, web advertising, and micro sites for promoting events and contests.

## CONTRACT WEB DESIGN

Black Star Co-op *blackstar.coop* 11.09      Zelente Fitness, *ZelenteFitness.com* 4.07

Do512.com *Do512.com* 10.08      P Terrys, *PTerrys.com* 11.06

The Morakestra *Morakestra.com* 2.08      Stretching Austin, *StretchingAustin.com* 9.06

KKbloom, *KKBloom.com* 1.08      Snow Pea Restaurant, *SnowPeaAustin.com* 2.04

# Angel Schatz

Web



Print



Mobile



Video



**EDUCATION**    **MISSOURI STATE UNIVERSITY**  
College of Business Administration, Springfield, Missouri  
*Bachelor of Science in Advertising*  
cum laude GPA 3.5

SOFTWARE	NAME	LEVEL	YEARS
	Adobe Photoshop CS5	Expert	12
	Adobe Illustrator CS5	Advanced	12
	Adobe Flash CS5	Advanced	10
	Adobe Dreamweaver CS5	Advanced	8
	Adobe InDesign CS5	Advanced	7
	Adobe Acrobat 9 Pro	Advanced	5
	Adobe Premiere CS5	Advanced	5
	Adobe After Effects CS5	Advanced	5
	Microsoft Office 2010	Proficient	4
	Microsoft Visio 2010	Proficient	12
	Mockflow, OmniGraffle	Proficient	4
	HTML5 & CSS3	Proficient	4
	Javascript, jQuery AJAX	Beginner	4
	PHP & MySQL	Beginner	4
	Wordpress	Proficient	4

**KEY SKILLS**    Interaction Design  
Visual Design  
Marketing Strategy & Ideation  
Wireframe Prototypes  
Usability Testing  
User-Acceptance Studies  
Flash Design & Development  
Animation & Motion Graphics  
Video Compositing & Editing  
Print Design & Layout  
Photography

**AWARDS**    **BEST INTEGRATED CAMPAIGN FROM A TECH COMPANY**, *Somnio, June 2010*  
**AUSTIN CHRONICLE BEST OF AUSTIN 2005**, *Austin Fit Magazine September 2005*  
**AUSTIN CHRONICLE BEST OF AUSTIN 2004**, *BestDressedKids.com September 2004*  
**WINNING SITE FLASHKIT AWARD**, *BestDressedKids.com June 2002*

**ACTIVITIES/  
CERTIFICATIONS**    **CERTIFIED SCRUMASTER**, *Austin, TX October 2008*  
**MAKER FAIRE**, *Featured Maker, Austin, TX October 2007*  
**RADICAL NAUTICAL**, *Showing Artist, Gallery Lombardi, Austin, TX August 2007*  
**AIGA MEMBER**, *Austin, TX 2001–Present*  
**INTERNATIONAL STUDY ABROAD**, *Pori, Finland 1999*  
**AMERICORPS NATIONAL SERVICE**, *member 1999–2001*