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# Ethan Resnick

User Experience Designer in New York, NY

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## Select Work Experience

### **Subtraction.com** [subtraction.com](http://subtraction.com)

Designing new features for blog of Khoi Vinh (former New York Times Digital Design Director), with his guidance. Implementing these features in ExpressionEngine and testing their effectiveness.

October 2010 – Present

- UI Design, A/B Testing
- ExpressionEngine, HTML/CSS/JS

### **20th Century Fox, Digital Marketing Division** [ethanresnick.com/fox.pdf](http://ethanresnick.com/fox.pdf)

As intern, created a User Experience Brief for planned redesign (ultimately canceled) of their central movie site, [foxmovies.com](http://foxmovies.com). Did QA testing and made usability suggestions for all online properties. Programmed parts of their web analytics system.

June–August 2010

- UX Design, Usability Consulting
- PHP (with Symfony for Omniture)

### **Report LA** [reportla.com](http://reportla.com), *Web Writing* [reportla.com/wwwg.html](http://reportla.com/wwwg.html)

Designed and programmed this independent LA newspaper's site in its entirety, including a custom CMS. Provided guidelines for successful web writing given how users read (scan) online. Not responsible for journalistic content.

January 2009 – June 2010

- UX Design (but Content Strategy)
- Custom CMS (PHP), HTML/CSS/JS

### **What On Earth** [whatonearththemovie.com](http://whatonearththemovie.com)

Improved usability and made it a focus going forward for this existing Flash site, which promotes and sells client's film. Created an accessible, search-engine-friendly version of site in HTML. Designed and programmed much of site's e-commerce system.

June–November 2009

- Usability Consulting, SEO
- PHP Programming, HTML/CSS/JS

### **Gay–Lesbian–Bisexual Youth Support Site** [ethanresnick.com/ux\\_brief.pdf](http://ethanresnick.com/ux_brief.pdf)

Detailed design brief for site to help queer youth overcome the denial, depression, or self-hatred which many face. Hope to partner with major organization to build it.

September 2009

- UX Design

### **LA News Desk** [lanewsdesk.com](http://lanewsdesk.com)

Cofounded this independent newspaper, which let LA students earn money from their writing and work free of private school censorship. Designed and programmed its site. Managed business with cofounder (soliciting ads, motivating writers, partnering with other student papers for content). Site stopped when I left the school, but still online.

February 2008 – June 2009

- Cofounder
- Design Director
- Technology Director

### **PEN Center USA** [penusa.org](http://penusa.org)

Paid intern for this international non-profit that defends freedom of speech and promotes the written word. Kept site current and worked on its redesign. Helped develop social media strategy, redesigned e-newsletter delivery system, and sent e-newsletter.

June–October 2008

- Web Designer/Developer
- Online Strategist

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## Volunteer Experience

### **Crossing the Digital Divide** [cdnp.org](http://cdnp.org)

Taught basic computer and life skills to adults in drug recovery, preparing them to re-enter job market and developing their work ethic. Class included essay writing and oral presentation. Taught seven six-week courses and emceed a graduation ceremony. Updated organization's site, adding content and improving CMS.

March 2008 – April 2010

- Teacher
- Assistant Web Team Lead

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## Skills

### Design

- **Research/Planning, Site Structure:** persona & scenario development, content strategy, card sorting, wireframing, etc.
- **Usability:** thorough knowledge of guidelines, especially for web writing; some experience conducting usability tests.
- **Visual Design:** 3 years experience; focus on typography & grid theory. Courses at Windward, UCLA Extension.

### Public Speaking & Teaching

Speeches to large groups; classroom/individual instruction.

### Technology

- **Core Web:** (OO)PHP and MySQL, Smarty; Javascript (native or jQuery), including for AJAX; HTML5 & CSS3.
- **Graphic Design:** advanced Photoshop, particularly masking techniques and color models; basic InDesign.
- **CMS/Framework Proficiency:** use a custom CMS usually. Some experience with ExpressionEngine, Symfony.
- **Data Interchange:** JSON(P); XML, for RSS etc; HTTP compression & caching; basic Apache configuration.

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## Education

### New York University — Gallatin School of Individualized Study

Plan to study design, as a combination of studying human behavior, systems thinking, and the design process. Expected graduation May 2015.

September 2011 – Present

### Santa Monica College

Studied Philosophy, Communication, Public Speaking, Political Science, Art, Statistics.

September 2009 – June 2011

### UCLA Extension

*User Experience Design for the Web* (taught by Schematic's VP of User Experience Design).

September 2009 – January 2010

### Windward School

Attended middle and high school at this private, college-preparatory school. Made Dean's List (top grades) every semester; received awards for best student in Spanish and Geometry. Completed high school after 10th grade upon receiving Certificate of Proficiency, a state-awarded equivalent of a high school diploma.

September 2005 – June 2009

### John Hopkins University's Center for Talented Youth

Attended this three-week educational, residential program for gifted students four times. Took *History Of Mathematics, Robotics, Cryptography: Math and Codes*, and *Game Theory*. (*Game theory* taught in Mexico.)

Summers 2004–2006 and 2008

### Design & Technology Conferences

*Confab 2011, Future of Web Design 2010, Usability Week NY, CodeWorks 2010*.

2009 – 2011

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## Select Personal Projects

### Writings

- Meeting Massimo Vignelli: <http://mymorguefile.com/blog/meetingMassimo.html>
- Rule-Based Art Direction with Metadata: <http://ethanresnick.com/metadata.html>
- A Collection of Short Essays: <http://mymorguefile.com/blog/shortEssays.html>

November 2010

August 2011

Ongoing

### Breaking Down Baseball [breakingdownbaseball.com](http://breakingdownbaseball.com)

Performs advanced statistical analysis on pitchers. Shows my back-end programming.

September 2008 – Present

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## Other Work

### **FOOD Restaurant** [food-la.com](http://food-la.com)

Improved site's design, recoded key pages for accessibility and SEO, and moved those pages to a custom content management system. Restructured, rewrote key content.

August 2011

- User Research, Content Strategy, IA
- PHP Programming, HTML/CSS/JS

### **The Popsicles**

Designed an immersive web application that allows client to share favorite songs (and corresponding write ups) with friends and online followers.

May–July 2010

- User Research, Visual & IxD

### **Yoopra**

Extensive consulting for this planned startup in emerging “group-buying” market. Explained user-centered design and helped them rewrite their business plan, conduct market research, define their brand, hire staff, and do usability testing.

April–October 2010

- Consultant on Business Development & User-Centered Design

*Note: The end dates listed for all projects on this résumé represent when the majority of work on that project stopped. In most cases, limited maintenance or refinement occurred for up to 12 months after that end date.*

