

Casey M Addy, UX designer

What you'll see today

What you'll see today

Personal and professional background of Casey M Addy

Overview of what I did at GameZombie.tv

Overview of client work

Overview of the design of the Tales of Badges app

About me

Educational and personal background

WORLD FAMOUS
TED'S
RESTAURANT
STEAMED CHEESEBURGERS Est. 1959

BARILLARO
COLLISION
Quality Collision Service Since 1939

R-M AUTOMOTIVE FINISHES
AUTO BODY REPAIR
"YOU BEND IT - WE MEND IT"
203-237-8808

Brookside
PACKAG
STORE

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PIT STOP
RACING

WINTER
CHECK-UP
SERVICE
TIRES-BRAKES
RADIATORS
COOLANT
DRAIN-FILL
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HIDIE AUTOMOTIVE
EMISSIONS REPAIR FACILITY
USED CAR SALES & SERVICE
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OPEN

TED'S
RESTAURANT
OPEN
MON-SAT
11AM - 10PM
CLOSED SUNDAYS





Professional background



My role at GameZombie.tv

A word cloud of game development and marketing terms arranged in a circular pattern. The words are: Conference, Feedback, Prototyping, Sketching, Competitive analysis, Usability testing, Validation, Collaborate, Evangelize, Monetize, and Specs. The words are in various colors and sizes, with 'Collaborate' and 'Evangelize' being the largest.

Conference

Feedback

Prototyping

Sketching

Competitive analysis

Usability testing

Validation

Collaborate

Evangelize

Monetize

Specs

LEXMARK

My role at Lexmark



**Blackwell
Global
Consulting**



My role at Blackwell Global Consulting



Why MathWorks?

I grew up with math



Additional reasons

I worked in the math department at RPI

My friends use MATLAB

The balance of the role is appealing

Work samples

Learn and adapt

GameZombie.tv transformation

Initial website experience



Collaboration between Indiana and Wisconsin teams



Determining video strategy



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DIRTY JOBS

with Mike Rowe TONIGHT 9PM ET

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THE POOP ON TOILET CRUSHING

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Popular Episodes



+

Lie To Me: Honey
Season 2 : Ep. 4 (44:14)
[More: Lie To Me](#)
Channel: [Drama](#)

Popular Clips



+

Saturday Night Live: What Up With That?
Excerpt (06:18)
[More: Saturday Night Live](#)
Channel: [Comedy](#)

Featured Content



+

Firsthand: Damien Hobgood
Season 11 : Ep. 3 (22:07)
[More: Firsthand](#)
Channel: [News and Information](#)

Hulu's Pick



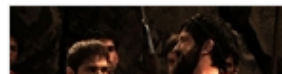
Check out our ghoulish guide to scary videos on Hulu.

[explore](#)



Chukwa's Approach III (The Final Encounter)

from [depart](#)

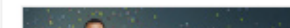


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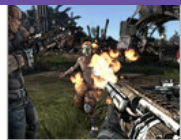
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[borderlands](#)



Bakugan Battle Brawlers Review: Almost There [review](#)
[bakuganbattlebrawl](#)



A Boy And His Blob Review: The Zero Nostalgia Version [review](#)
[aboyandhisblob](#)



Capcom: Seth Will Be Cheaper In Super Street Fighter IV [capcom](#)
[superstreetfighter](#)



I Kept Playing - Reader Response [readerresponse](#)
[videogameaddiction](#)



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Denver, 9:06 PM
Tue Oct 20
55 posts in the last 24 hours
AU

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Brian Crecente
Email | AIM | Twitter

Deputy Editor:
Stephen Totilo



#india

Man Plays Grand Theft Auto For 40 Hours Straight

What did you do between September 4 and September 6? Twenty-six year-old private equity broker Chirantan Patnaik played Grand Theft Auto IV — for 40 hours and 20 minutes straight. [More »](#)



#sega

games | anime | toys

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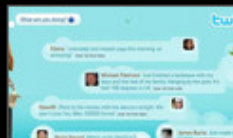
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podcasts

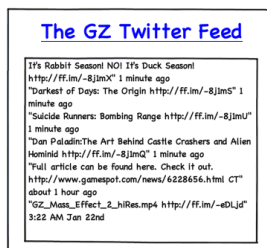
guest editors

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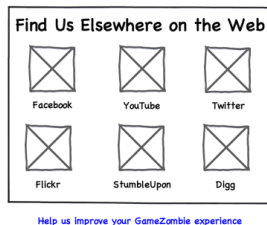
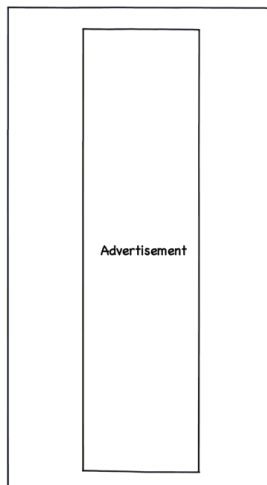
Presenting wireframes to CEO and development



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Awesome ButtonMashers Logo

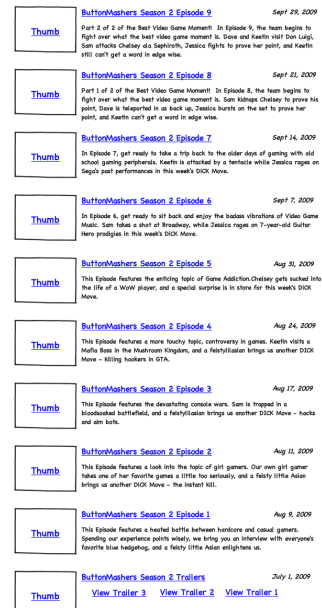
ButtonMashers

The Gaming News Show made for you, by you, by us. GameZombie, your friendly neighborhood forum lurker, scans the Internet in search of the best posts to the hottest gaming news topics of the week.

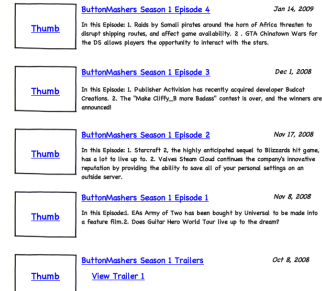
"Giving You All You Need to Know"

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Season 2



Season 1



Behind the Scenes

Cast and Credits

| Awesome Person | Producer |
|--------------------------------------|--------------------|
| Awesome Person | Production Manager |
| Awesome Person | Host |
| Awesome Person | 3D Graphics |
| Awesome Person | 2D Graphics |
| Awesome Person | Sound and Music |
| Awesome Person | Senior Editor |
| Awesome Person | Writer |
| Show Technical Staff | |

Check Out

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[Director Commentary](#)

[Concept Art Pic](#)

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Our premiere series that is catching the Internet by storm!

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GZ goes live to the conventions to bring you the latest from the video gaming world.

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Production Shorts

We constantly make a ton of funny short films and entertainment. Look here for more!

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We bring funny and witty banter to the world of Skype and interview celebrities.

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Student 7

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Tycoons

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Our Latest Videos

GameZombie continues to produce quality entertainment. Always check here for the latest videos we've produced.

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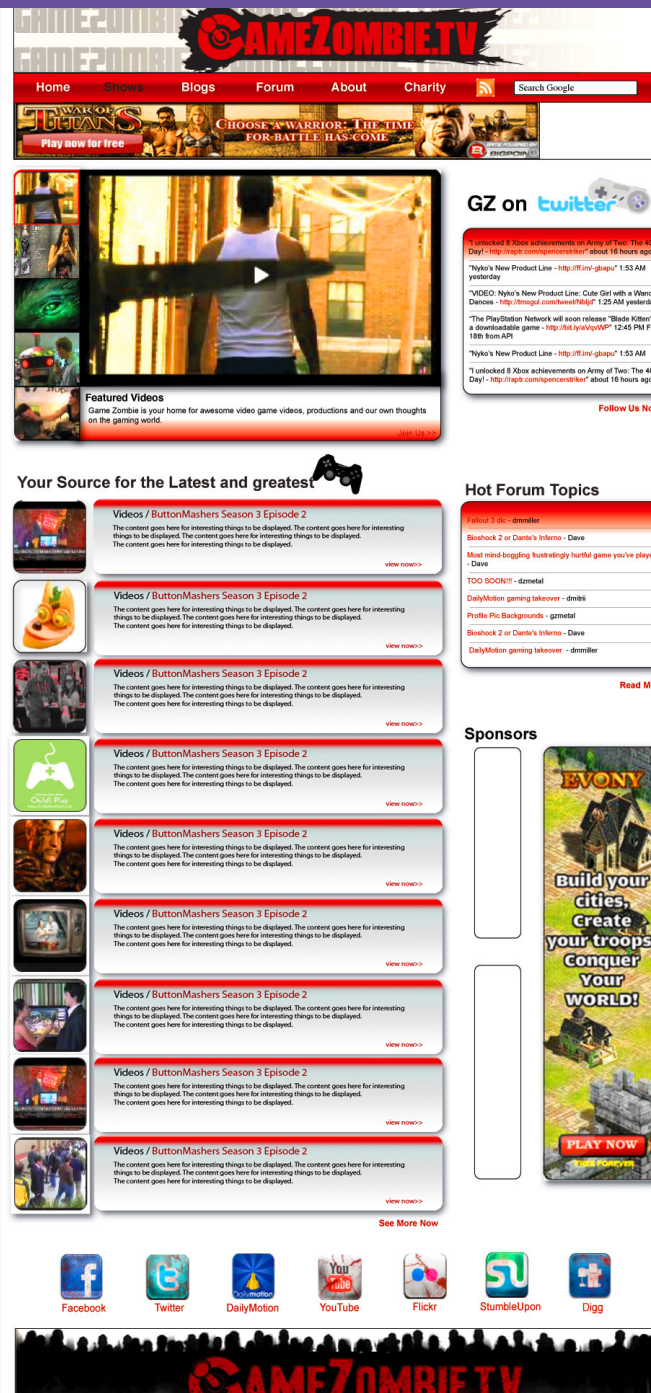
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Collaborating with visual design



Gathering feedback about the design



After first release

Cardsorting all videos and blog stories



Cardsorting all videos and blog stories

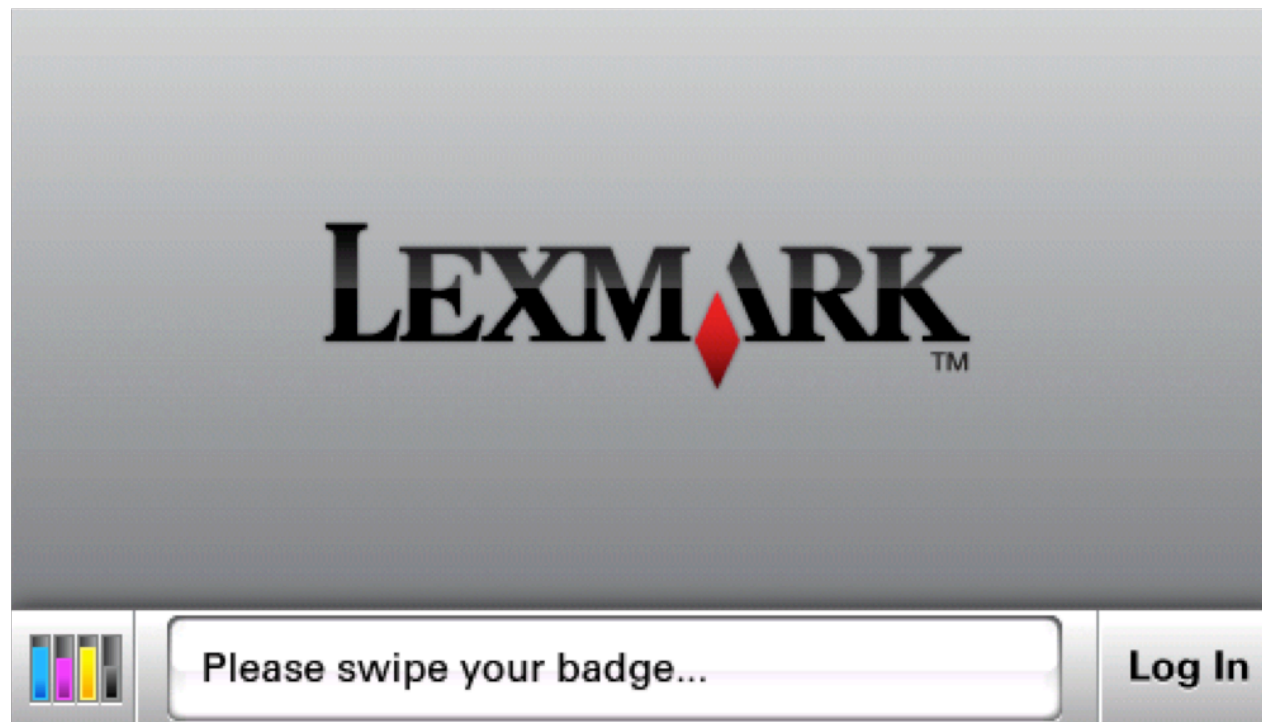
| Gaming News and Information | | | | | Gaming News and Information | | | | | Gaming News and Information | | | | |
|-----------------------------|----------------------|-------------|-----------|--------------|-----------------------------|----------------------|--------------|-----------|--------------|-----------------------------|----------------------|--|--|--|
| | Cons | | | | | Cons | | | | | Cons | | | |
| | News | | | | | News | | | | | News | | | |
| | Trends | | | | | Trends | | | | | Trends | | | |
| | Technology | | | | | Technology | | | | | Technology | | | |
| | | Consoles | | | | | Consoles | | | | | | | |
| | | Peripherals | | | | | Peripherals | | | | | | | |
| | Trailers | | | | | Trailers | | | | | Trailers | | | |
| | Editorials | | | | | Editorials | | | | | Editorials (includes | | | |
| | Controversies | | | | | Controversies | | | | | Industry Stars | | | |
| | | | | | | People | | | | | Pop Culture in Gam | | | |
| GZ Lulz | | | | | GZ Lulz | | | | | GZ Lulz | | | | |
| | Insider funnies | | | | | Insider funnies | | | | | | | | |
| | General digression | | | | | General digression | | | | | | | | |
| Current Stories | | | | | GZ Exclusives | | | | | GZ Lulz | | | | |
| | Exercise | | | | | GZ Events | | | | | Insider funnies | | | |
| | Movies | | | | | GZ Podcasts | | | | | General digression | | | |
| | Music | | | | | GZ Behind the Scenes | | | | | GZ Culture | | | |
| | People | | | | | GZ Reviews | | | | | | | | |
| GZ Exclusives | | | | | Company Stories | | | | | GZ Exclusives | | | | |
| | GZ Events | | | | | Developers | | | | | GZ Events | | | |
| | GZ Podcasts | | | | | | Games | Platforms | Genres | | GZ Podcasts | | | |
| | GZ Behind the Scenes | | | | | | | | | | GZ Behind the Scen | | | |
| Company Stories | | | | | Company Stories | | | | | GZ Exclusives | | | | |
| | Developers | | | | | | | | | | GZ Comics | | | |
| | | Games | Platforms | | | | | | | | | | | |
| | | | | MMO | | | Actual Games | | MMO | | | | | |
| | | | | RPG | | | | | RPG | | | | | |
| | | | | FPS | | | | | FPS | | | | | |
| | | | | Fighting | | | | | Fighting | | | | | |
| | | | | Handheld | | | | | Handheld | | | | | |
| | | | | Music | | | | | Music | | | | | |
| | | | | Newage Retro | | | | | Newage Retro | | | | | |
| | | | | Action | | | | | Action | | | | | |
| | | | | DLC | | | | | DLC | | | | | |

What went well

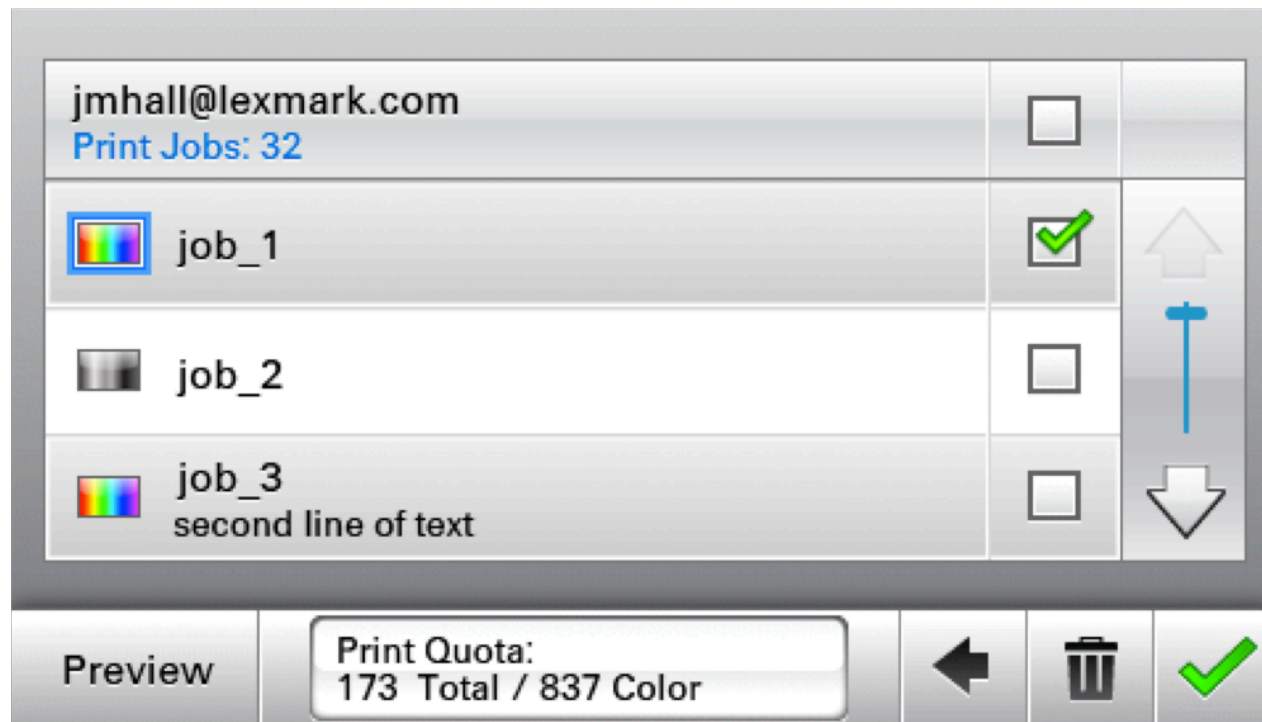
Reflection and improvement areas

Lexmark sample

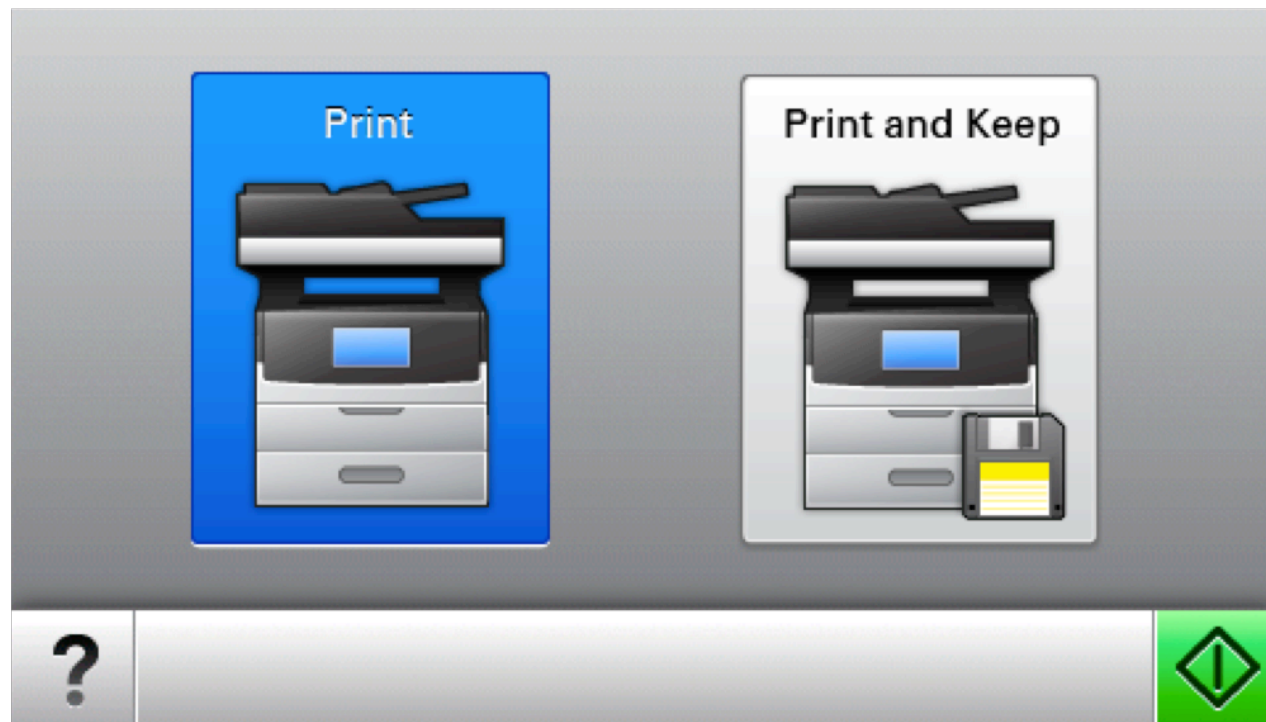
Starting from a locked device



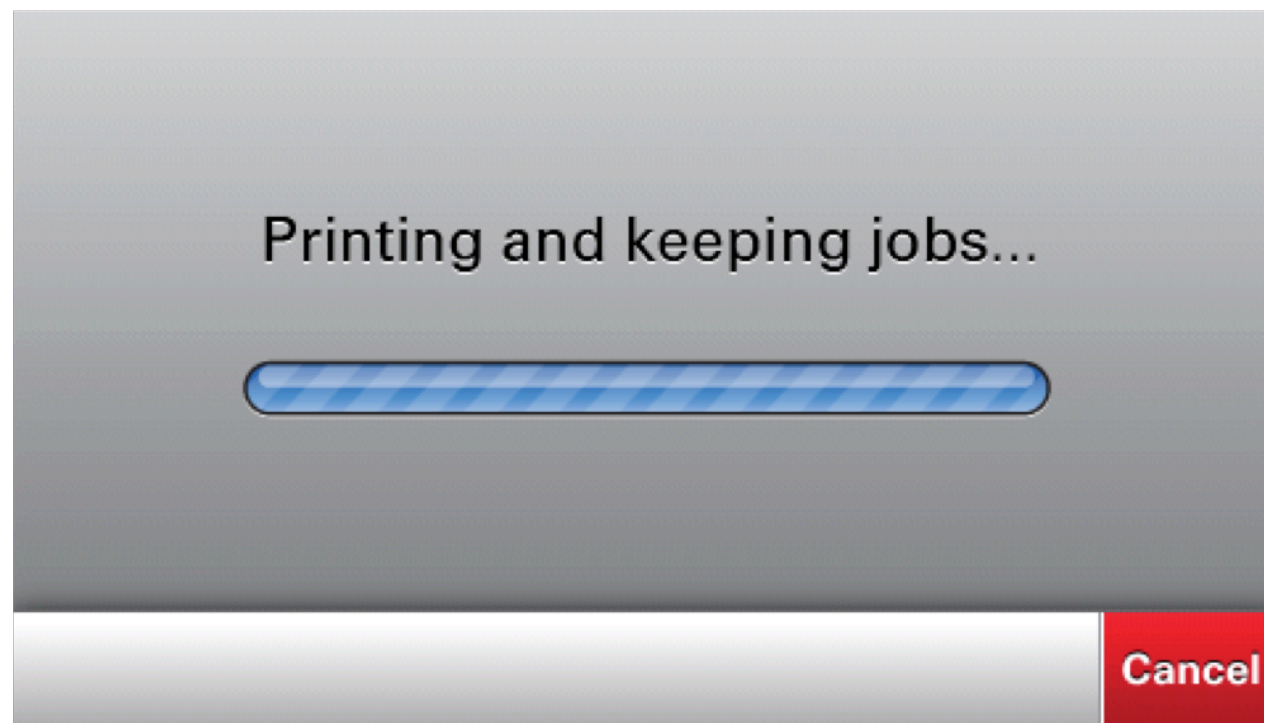
Interacting with my print jobs



Choosing to keep the jobs for future printing



Showing print progress to users



Current work

Sample customer-facing design

| |
|--|
| Company header |
| <div>Company name</div> <div>We've got you covered</div> |
| <div>Create your change request</div> <div>Company name contacts are here to help make your insurance and financial choices simple and easy.</div> <div>Need to change you contact? Follow the steps below or contact us directly with your request.</div> <div>Most transfers to a new contact take efect within five to seven business days.</div> <div>Request a new contact online</div> <div>Our efficient online process allows you to:</div> <ul style="list-style-type: none">• Provide a reason for changing contacts• Select the products/accounts you want to transfer to a new contact• Use the contact search tool to find a new contact• Agree to the terms and conditions <div>Other ways to create your request</div> <div>Call in my request</div> <div>Unable to process your request online? Call XXX-XXX-XXXX and our representatives can walk you through the process of requesting a new contact.</div> <div>Email or mail my request</div> <div>You can also email your request to name@email.com or mail it to the address below. Include your full name, address, and reference the policy and/or account numbers of the products you'd like transferred to the new contact.</div> <div>Addressee Address line 1 Care/of information City, State XXXX-XXXX</div> |
| Company footer |


| |
|--|
| Company header |
| <div>Company name</div> <div>We've got you covered</div> |
| <div>Create your contact change request</div> <div>Company name contacts are here to help make your insurance and financial choices simple and easy.</div> <div>Need to change your contact? Follow the steps below or contact us directly with your request.</div> <div>Most transfers to a new contact take efect within five to seven business days.</div> <div>Request a new contact online</div> <div>Our efficient online process allows you to:</div> <ul style="list-style-type: none">• Provide a reason for changing contacts• Select the products/accounts you want to transfer to a new contact• Use the contact search tool to find a new contact• Agree to the terms and conditions <div>Other ways to create your request</div> <div>Call in my request</div> <div>Unable to process your request online? Call XXX-XXX-XXXX and our representatives can walk you through the process of requesting a new contact.</div> <div>Email or mail my request</div> <div>You can also email your request to name@email.com or mail it to the address below. Include your full name, address, and reference the policy and/or account numbers of the products you'd like transferred to the new contact.</div> <div>Addresssee Address line 1 Care/of information City, State XXXX-XXXX</div> |
| Company footer |

Sample internal-facing design

| Internal header | |
|---|---|
| <p>Step 1 of 3</p> <p>Development Information</p> <p>Please provide the details for the development of the communication. All fields are required unless otherwise noted as optional.</p> <p>Development details</p> <p>Is this a new or revised communication?</p> <p><input type="radio"/> New communication</p> <p><input type="radio"/> Revised communication</p> <hr/> <p>Is this communication customer-facing?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p>What communication will be developed? <input type="text" value="V"/></p> <hr/> <p>How will this communication be revised?</p> <p><input type="radio"/> Update communication properties</p> <p><input type="radio"/> Delete communication</p> <hr/> <p><input type="button" value="Continue"/></p> <p>Save as draft Cancel</p> | <p>Internal header</p> <div><div><p>Your Progress</p><p>1 - Development Info</p><p>2 - Services</p><p>3 - Review</p></div><div><p>Step 1 of 3</p><p>Development Information</p><p>Please provide the details for the development of the communication. All fields are required unless otherwise noted as optional.</p><p>Development details</p><p>Is this a new or revised communication?</p><p><input type="radio"/> New communication</p><p><input type="radio"/> Revised communication</p><hr/><p>Is this communication customer-facing?</p><p><input type="radio"/> Yes <input type="radio"/> No</p><p>What communication will be developed? <input type="text" value="V"/></p><hr/><p>How will this communication be revised?</p><p><input type="radio"/> Update communication properties</p><p><input type="radio"/> Delete communication</p><hr/><p><input type="button" value="Continue"/></p><p>Save as draft Cancel</p></div></div> <p>Internal footer</p> |

KIPP:Indy

Initial design



Igniting the fire within; illuminating the path of knowledge



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- ABOUT
- STUDENTS & PARENTS
- STAFF & BOARD
- NEWS & EVENTS
- OPPORTUNITIES
- DONATE NOW

KIPP Indianapolis is a free-enrollment, public charter middle school dedicated to making sure our students achieve the goal of attending college. **We take no shortcuts and we make no excuses.** Education is hard work, and before coming to KIPP Indy our students, our parents, and our teachers all commit to that hard work. Opened in 2004, KIPP Indy currently serves 5th, 6th, 7th and 8th grades. At KIPP we are a team and a family, and we will do whatever it takes to make sure that each child is supported in his or her academic development!

Omotayo Ola-Niyi is the founder and CEO of KIPP Indianapolis College Preparatory. Her vision and commitment to excellence Å....
[[read more](#)]

December, 2007

December 1st

Saturday School

December 8th

Saturday School

Wednesday, December 19th

Winter Program 6:00PM

Thursday, December 20th

LAST DAY OF SCHOOL -
begin Christmas Break

January, 2008

Monday, January 7, 2008

Professional Day for
Teaching Staff - NO
SCHOOL

Tuesday, January 8 2008

Professional Day for
Teaching Staff - NO
SCHOOL

Wednesday, January 9, 2008

Return to School

After design and prototyping were complete

At KIPP Indianapolis College Preparatory

We help students learn by:

- Creating a safe and structured learning environment
- Extending the school day until 5PM
- Teachers available for homework help by cell phone
- Holding students responsible for behavior and academic success
- Providing free transportation

Call to enroll/Contacte la oficina
317.637.9780



KIPP:Indy Spotlight: Mr Sandlin
Mr Sandlin has earned the KIPP:Indy Teacher Appreciation Award for 2010

[Read more >>](#)

News & Events

| | |
|----------------|--------------------------------------|
| August 12th | Classes Begin |
| September 8th | Last Day of NWEA Testing |
| September 8th | Full Day School Resumes - All Grades |
| September 9th | School Tour |
| September 21st | KIPP Board Meeting |
| September 27th | KIPA Meeting |

Alerts



School closed due to severe snowstorms in the area.

Integer condimentum consequat nulla, sed hendrerit ligula suscipit id.



Teach

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam et nisi nec diam volutpat facilisis. Nullam purus orci, aliquet in tincidunt eu, semper eget mauris. Quisque sed urna dui, ac egestas ipsum. Integer condimentum consequat nulla, sed hendrerit ligula suscipit id.

[Learn more >>](#)



Learn

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam et nisi nec diam volutpat facilisis. Nullam purus orci, aliquet in tincidunt eu, semper eget mauris. Quisque sed urna dui, ac egestas ipsum. Integer condimentum consequat nulla, sed hendrerit ligula suscipit id.

[Learn more >>](#)



Enroll

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam et nisi nec diam volutpat facilisis. Nullam purus orci, aliquet in tincidunt eu, semper eget mauris. Quisque sed urna dui, ac egestas ipsum.

[Learn more >>](#)

What went well

Reflection and improvement areas

Tales of Badges



al

Cosplay at conventions



Conducting a focus group



Interviewing cosplayers

“You should put yourself into the cosplay – it’s better – not only for the pragmatics of the costume design - but the personal touch is so much more touching...” - Wesker



I learned how to sew and create my own cosplay



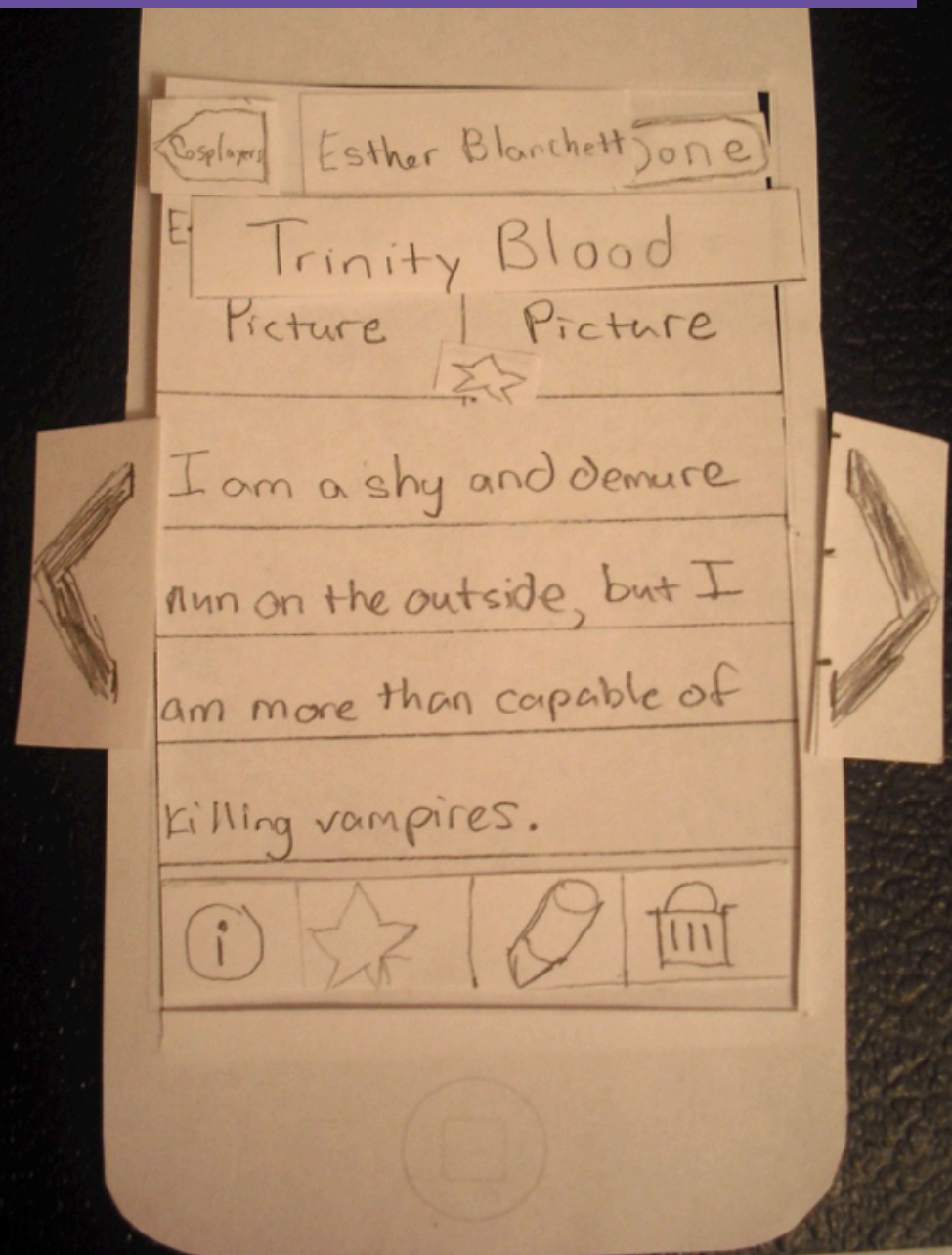
I went to a con to experience it firsthand



Interacting and learning from other cosplayers



Paper prototyping the experience



Iterating on the design



Creating an interactive prototype for testing



4 participants

Think-aloud protocol

Interactive clickthrough

Examine the usable and social aspects of the design

You can [interact with the prototype](#), too

Results from participant testing

Quick to learn and use

Overlooked usability issues and immediately gave ideas for improvement

Helped the photographer to see the personal side of the person underneath the costume

“[it] made me more confident and adds more emphasis and [it’s] more exciting for the person who is cosplaying – that’s the big thing”

What went well

Reflection and improvement areas

In summary

Empathy and research are core in UX

I adapt to the challenges of design

I also like math, too

Thank you

Post-presentation information

Improving by doing



Learning outside the UX realm



Professional references

Gina Canfield (309) 339-3034

Shaun Cook (251) 367-5056

Adam Travis (606) 643-5002