



# Casey M Addy

User Experience Designer | [caseymaddy.net](http://caseymaddy.net)

Casey M Addy is a user experience practitioner focusing on data-driven design thinking and rapid prototyping via pen and paper. He also likes to turn paper concepts into interactive stories to help teams articulate and validate design thinking.

# Casey M. Addy

## User Experience Designer

14 Basil Way Apt 16 Bloomington, IL 61705  
(203) 537 - 4480  
www.caseymaddy.net  
caseymaddy@gmail.com

## Experience

### **Blackwell Global Consulting** (November 2012 - current)

#### *Interface Design Specialist*

- Lead design efforts with multiple projects teams for a fortune 500 insurance company's internal and customer-facing applications
- Deliver application flows, wireframes, and user interface specifications to development teams
- Lead project teams through a user-centered design process of web-based applications
- Mentor and aid other members of design teams to improve quality of overall teamwork and design deliverables
- Deliver a refined and consistent user experience through collaboration with visual designers, interaction designers, subject-matter experts, and business analysts across the enterprise

### **Lexmark International** (May 2010 - November 2012)

#### *Experience Designer*

- Lead design efforts with multiple teams across the United States, India, and the Philippines
- Deliver application flows and user interface specifications to development teams
- Advocate for end users when engaging product owners and marketing within an agile development lifecycle
- Benchmark competitive products to inform design process
- Deliver a holistic, consistent user experience through collaboration with visual designers, interaction designers, and usability practitioners across the enterprise
- Verify implementation details and capture defects in the user interface
- Designed solutions for the web and embedded 10.2, 7, and 4.3" touch screen devices

### **GameZombie.tv** (Jan 2009 – May 2010)

#### *Lead Web Designer*

- Lead the user experience of GameZombie.tv website with multiple teams across the United States to help company win two 2010 Student Webby Awards
- Utilize surveys and interviews to generate user feedback and validate design with end users
- Deliver sketches, wireframes, and user interface specifications to Creative Team, Creative Director, and CEO
- Verify implementation details and capture defects in the user experience
- Benchmark competitive products to inform design process

## Design Methods

Sketching  
Wireframing  
Storyboarding  
Paper Prototyping  
Interactive Prototypes (PDF, HTML)  
Participatory Design  
Affinity Diagramming  
Heuristic Evaluation  
Usability Testing  
Interviews  
Contextual Inquiry  
Surveys  
Card Sorting  
Wizard of Oz Prototyping

## Software

Adobe Creative Suite  
Microsoft Office Suite  
Balsamiq Mockups

HTML5  
jQuery  
CSS  
C++  
JavaScript  
PHP  
Flash  
Wordpress  
Java

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### **Hanapin Marketing** (August 2009)

#### *Design Consultant*

- Redesign the user experience of two large advertising web blogs (PPC Hero and SEO Boy)
- Benchmark competitive products to inform design process
- Present sketches and wireframes to web team and CEO to iteratively improve the user experience

### **Shareable Interfaces Research Group** (May 2009 – May 2010)

#### *Research Assistant*

- Research user engagement on interactive surfaces
- Create Flash prototype for use on Mitsubishi Diamond Touch Table
- Present research insights at 2009 Interactive Tabletops and Surfaces

## Education

### **Master of Science**

#### **Human-Computer Interaction Design**

Indiana University, Bloomington, IN  
2008-2010

### **Bachelor of Science**

#### **Electronic Media, Arts, and Communication**

Rensselaer Polytechnic Institute, Troy, NY  
2004-2008

### **Bachelor of Science**

#### **Computer Science**

Rensselaer Polytechnic Institute, Troy, NY  
2004-2008

## Honors

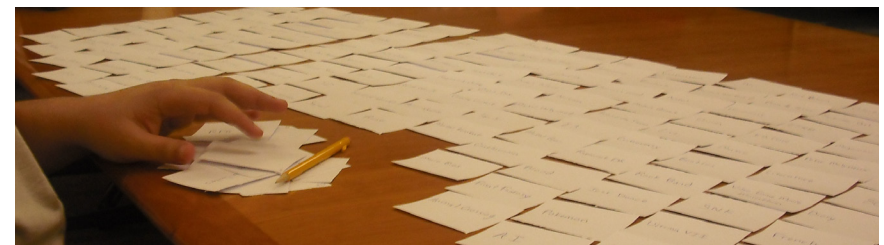
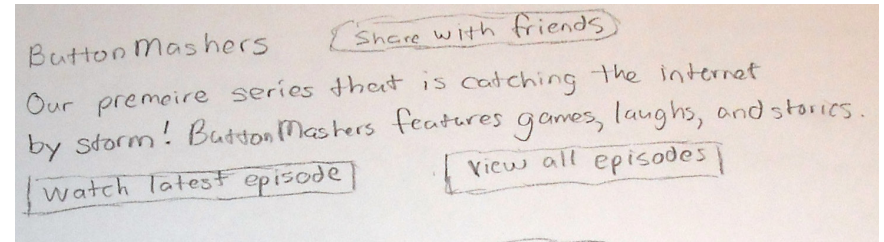
Two 2010 Student Webby Awards  
2009 Microsoft Imagine Cup Semifinalist

## Publications

Tabletops Beyond the Wow Factor:  
Understanding User Engagement and  
Experiences: Camara, C., Maiwand, H.,  
Addy, C., Wu, J., Bardzell, S. (2009),  
Interactive Tabletops and Surfaces

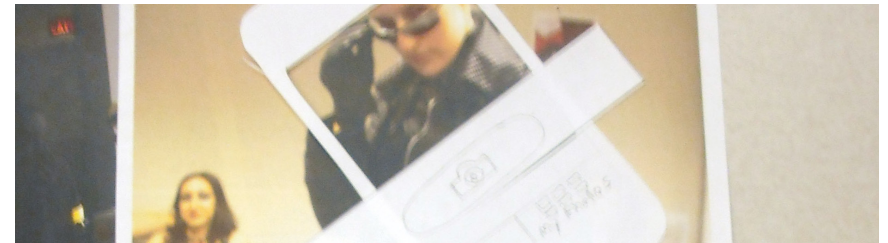
Contributor to uxbydesign.org

# GameZombie.tv Updated Design



GameZombie.tv is a web media production company that creates web videos that center around gaming. I helped their user experience by helping to conduct user research, sketching, wireframing, information architecture, specifications, and strategy. Through this work, the company won two 2010 Student Webby awards for the site.

# Tales of Badges Mobile App

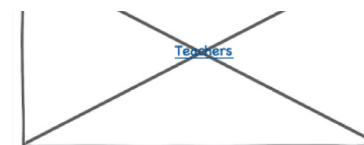
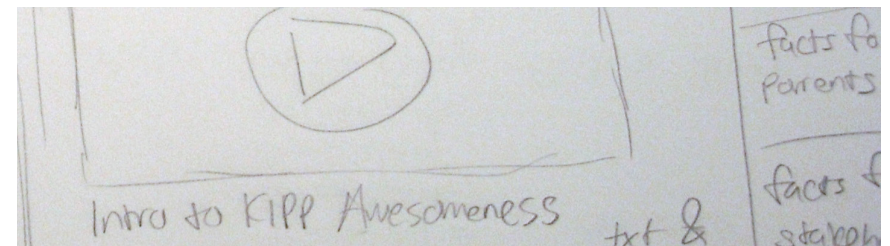


Cosplay is the art of becoming a character from popular culture and is performed at conventions. I designed a mobile application to help attendees identify and engage with the cosplayers in attendance. This design was based in insights learned from attending a convention in costume, paper prototyping, and an HTML prototype.

# KIPP:Indy Updated Design



Home	About Us	Meet KIPP-Indy	Students & Parents	Enroll
Calendar	KIPP Mission Statement	KIPP Community Stories	Student Spotlights	Enroll
Emergency Alerts	KIPP Core Values	Teacher Profiles	KIPP Alumni	Educational Resources
Featured Slideshow	KIPP History	School Nurse	KIPA	Special Programs



## Teachers

Our teachers are held to high standards. Because of their care, our students are able to grow into their potential. Students are even excited to come to school because of



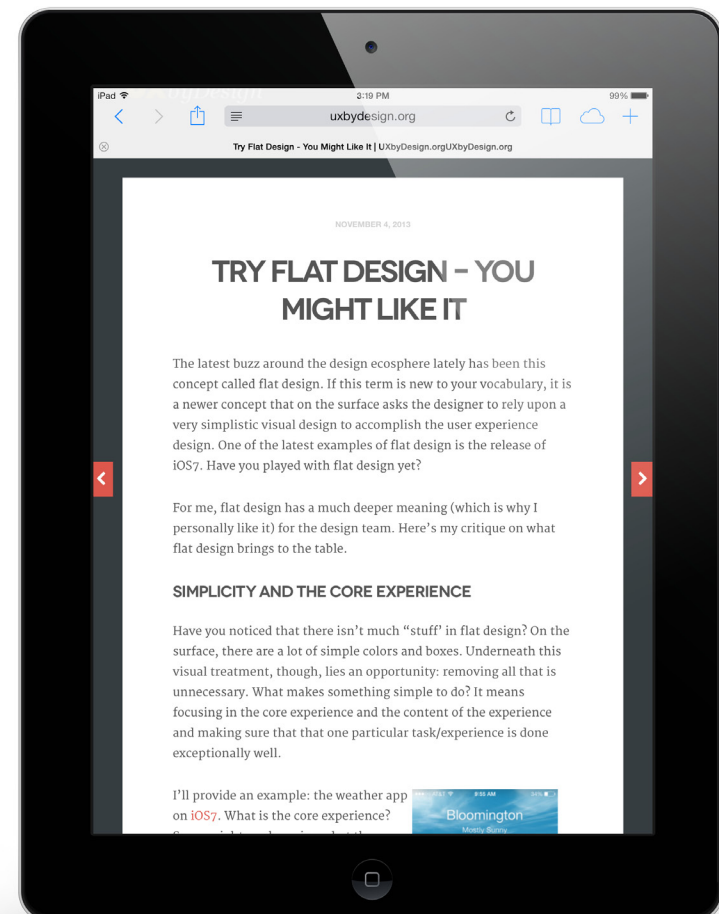
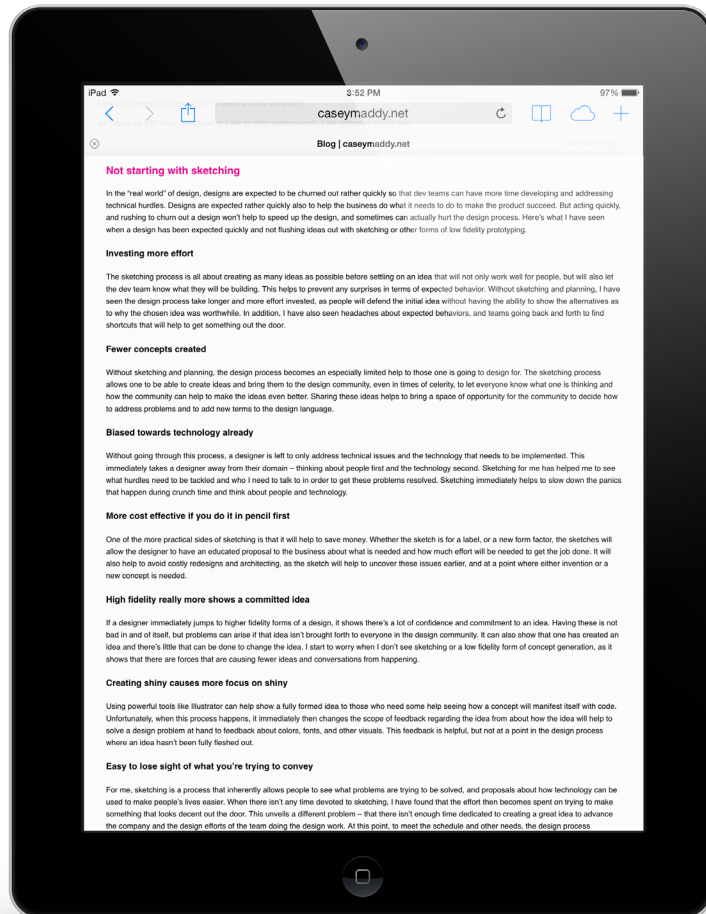
## Staff and Volunteers

The staff and volunteers help to make KIPP a vibrant area for education. Their passion and their time help our students feel safe and secure. Our volunteers have also

Our stance  
over 90%  
beyond"

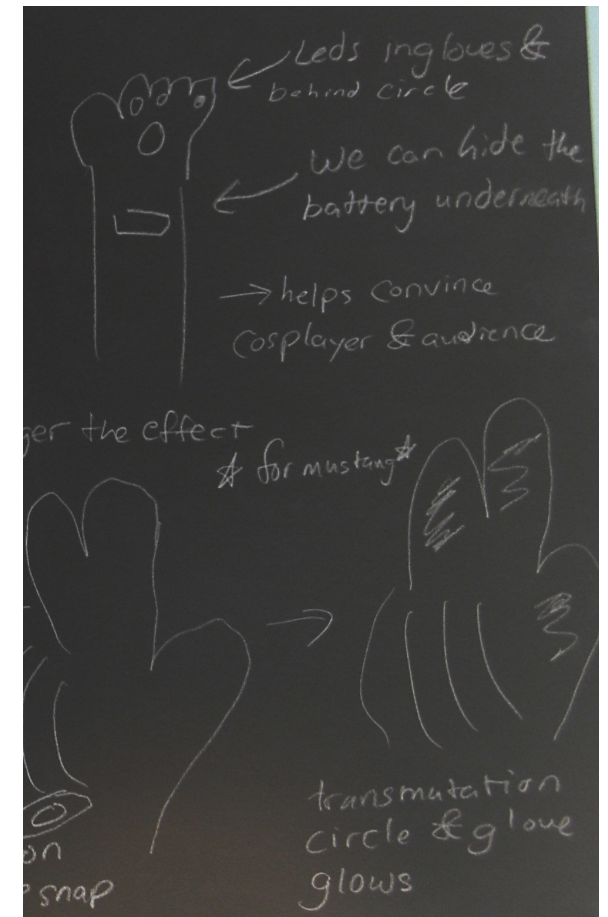
KIPP:Indy is a charter school serving the Indianapolis, Indiana area. I was on a team that helped to improve the site's organization through cardsorting. I additionally helped to contribute sketches, wireframes, and implementation details with my prior experience with Wordpress.

# Sharing Knowledge About User Experience



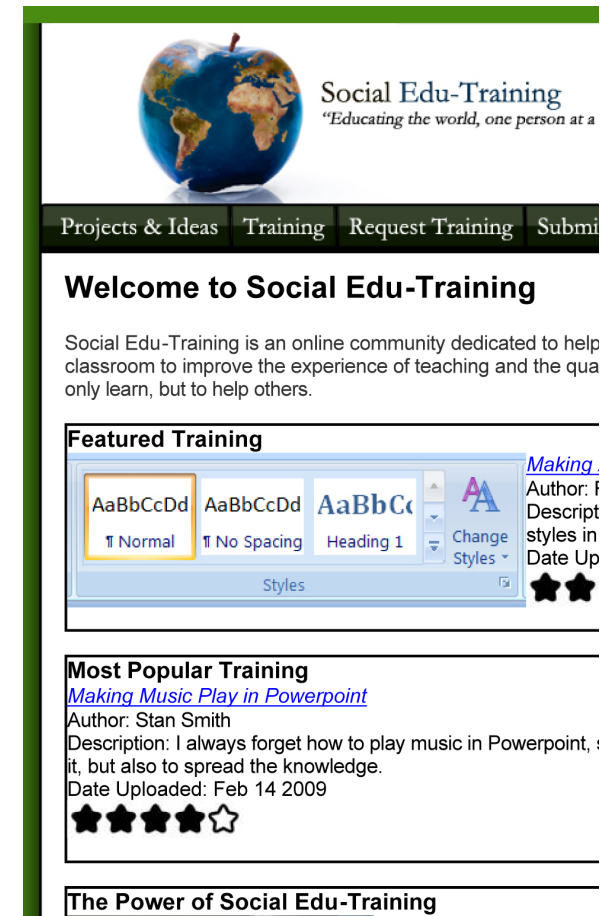
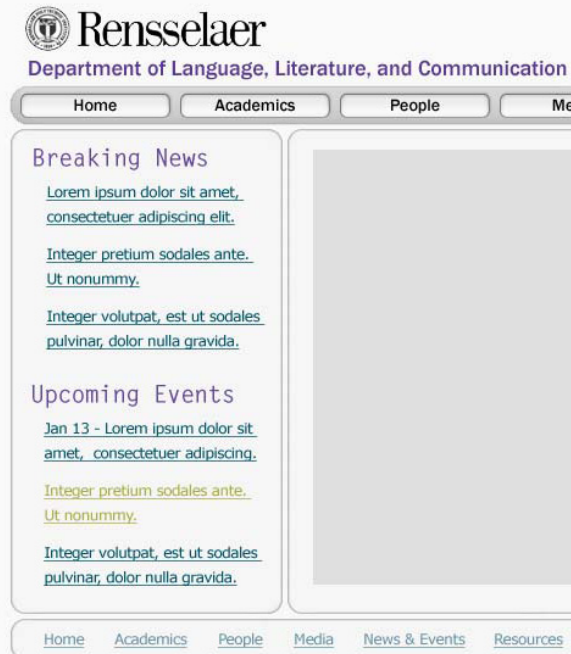
As a user experience designer, I help to contribute to our field by sharing personal experiences, blogging about design, reading current literature, and providing design critique. I share these experiences on my personal blog, [uxbydesign.org](http://uxbydesign.org), and LinkedIn.

# Additional Design Samples



These are some sketches for a museum exhibit to teach the about space junk surrounding the earth, an application on a flip phone that allows a group of tourists to communicate with each other, and a wearable glove that allows the wearer to act as an anime military hero.

# Additional Design Samples



These are some mockups of a touchscreen universal remote control, an updated version of the Literature, Language, and Communication department's website, and a concept for a website that would allow teachers to post ideas and tutorials on how to prepare and deliver lessons to their students.

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