Casey M Addy

User Experience Designer I caseymaddy.net

Casey M Addy is a user experience practitioner focusing on data-driven design thinking and multiple rapid prototyping methods. He uses his design knowledge to help create delightful experiences with technology.

Casey M. Addy
User Experience Designer

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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
Affinitity 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

Tales of Badges Mobile App
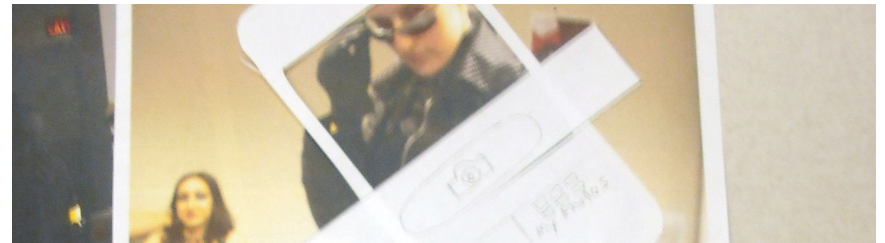
Cosplay is the art of becoming a character from popular culture and is performed at conventions. I designed a mobile application to help antendees identify and engage with the cosplayers in attendance. This design was based in insights learned from attending a convention in costume, paper prototyping, and an HTML prototype.
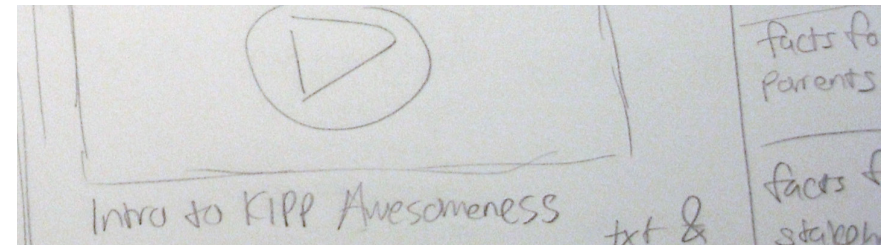
GameZombie.tv Updated Design
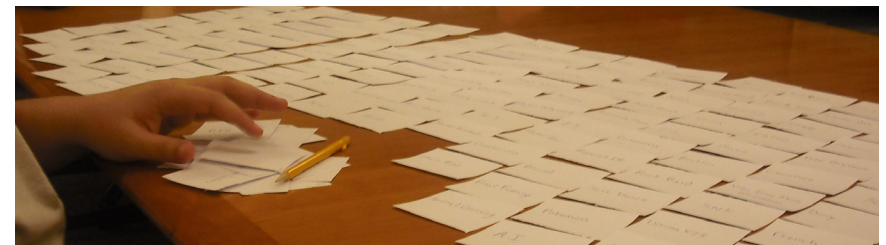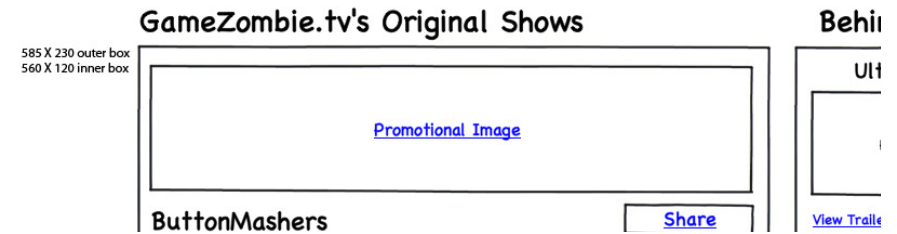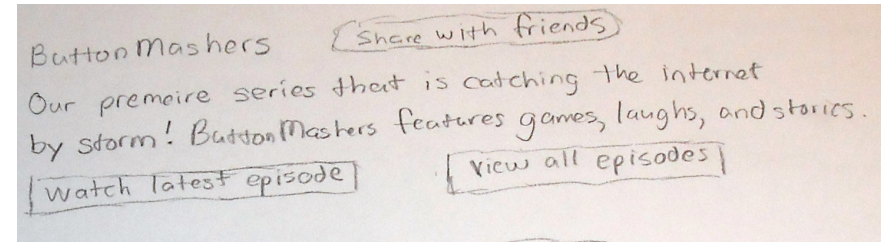
GameZombie.tv is a web media production company that creates web videos that center around gaming. I helped their user experience by helping to conduct user research, sketching, wireframing, information architecture, specifications, and strategy. Through this work, the company won two 2010 Student Webby awards for the site.

KIPP:Indy Updated Design

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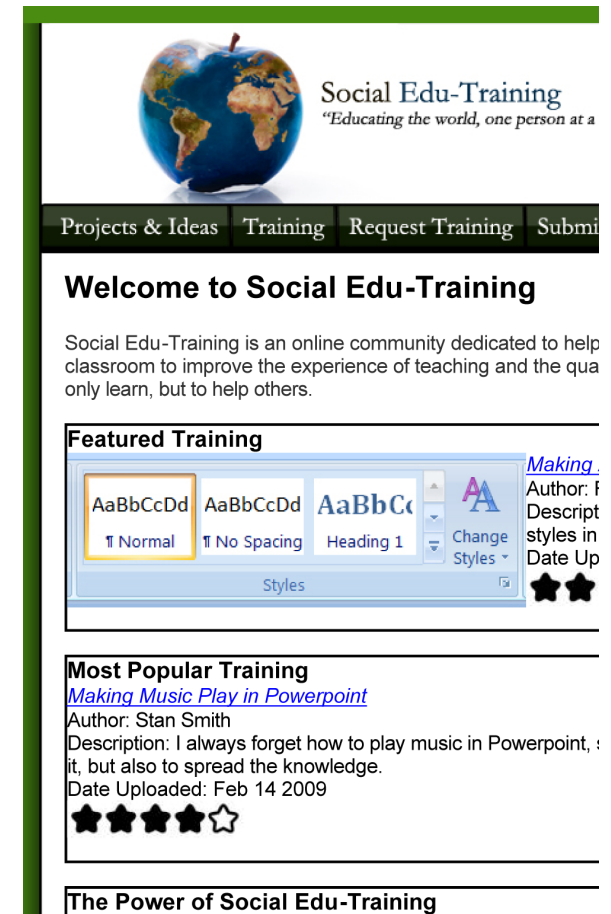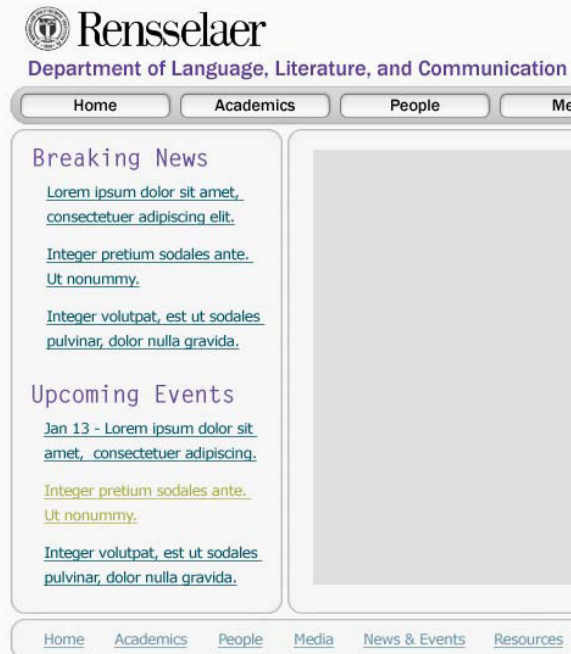
Additional Design Samples
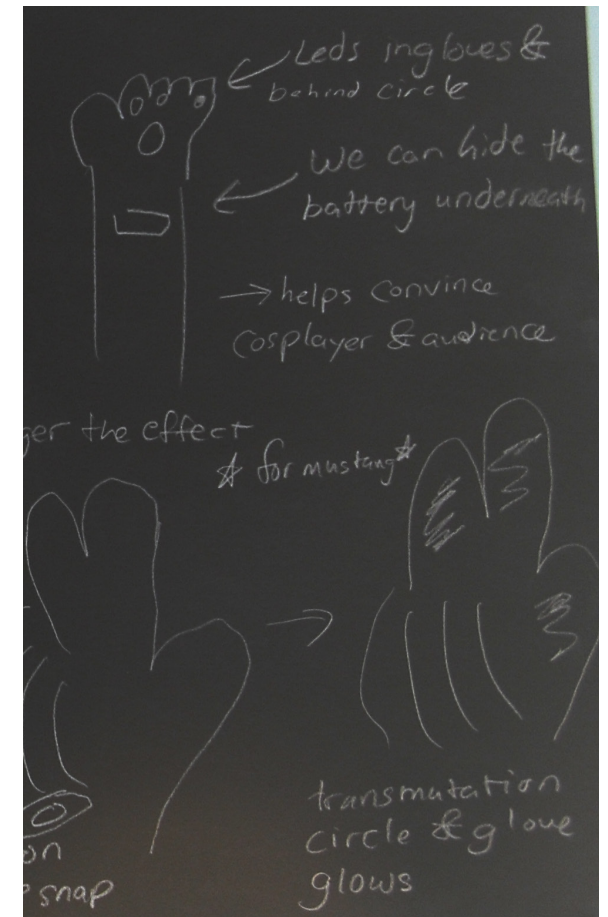
These are some sketches for a museum exhibit to teach the about space junk surrounding the earth, an application on a flip phone that allows a group of tourists to communicate with each other, and a wearable glove that allows the wearer to act as an anime military hero.
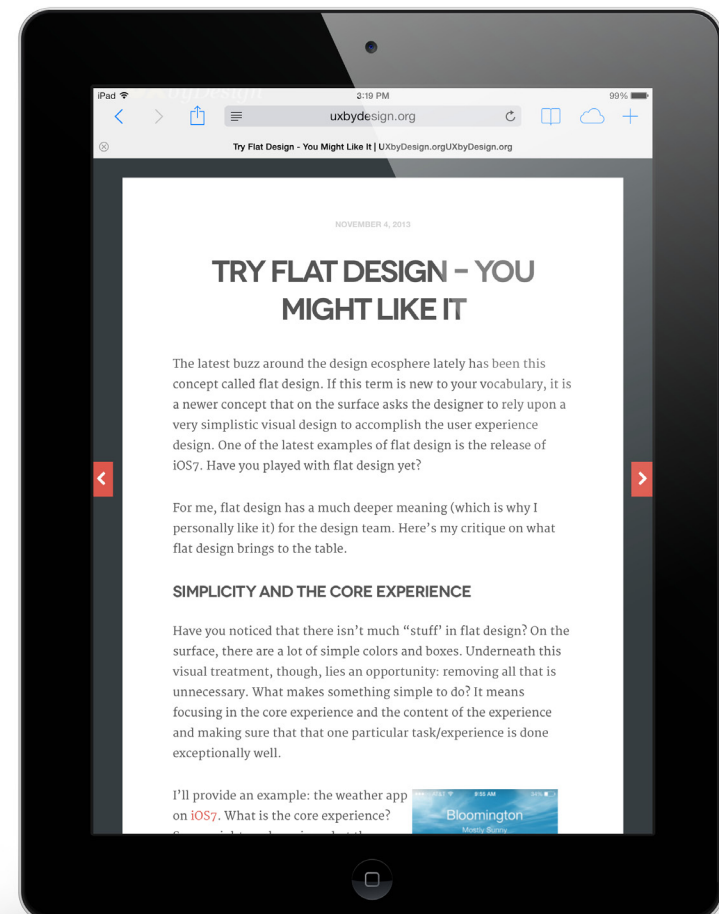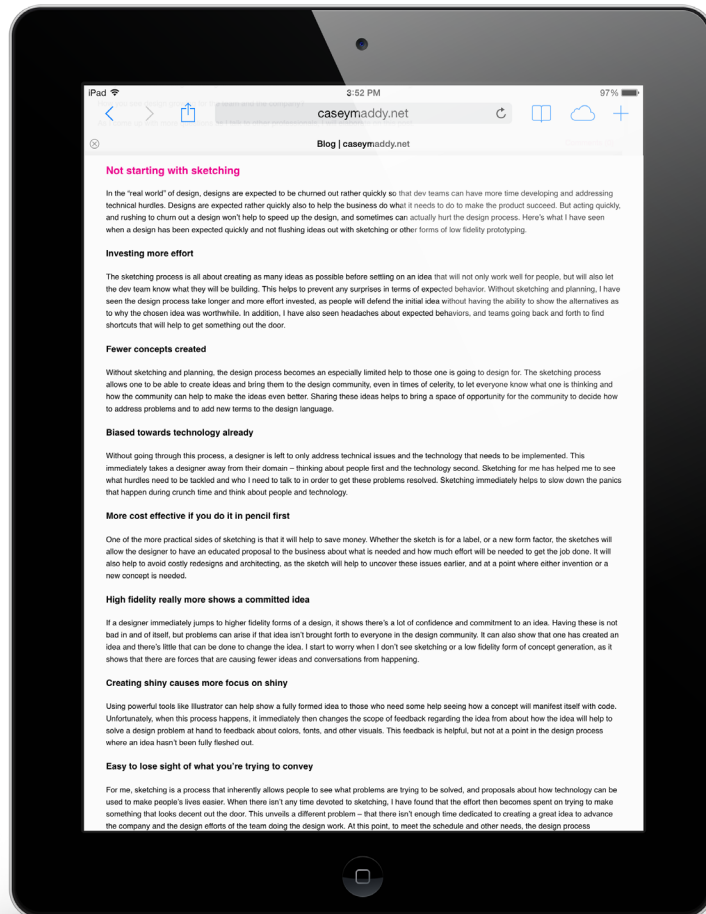
Additional Design Samples

These are some mockups of a touchscreen universal remove 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.

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, and LinkedIn.

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