

Zoe Fraade-Blanar

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Summary

Creative Technologist with a varied arts and engineering background, experienced in interaction design, data visualization and web development for a variety of fields.

Applications and Skills

Interaction Design

Information Architecture Section 508 Compliance
User Workflows Documentation
Wireframes Content Editing
Interface Design User Analytics
CSS Layout Coding for a wide
Usability Testing variety of CMS's

Tools

HTML	PHP	Adobe Creative Suite	Microsoft
XML	Processing(Java)	(Photoshop,	Office
CSS	Javascript/Ajax	Dreamweaver,	Windows, Mac,
SQL	Pure Data (PD)	After Effects,	and Unix
UML	Arduino	Fireworks)	platforms

Education



Sept 2008-
May 2010

**Tisch School of the Arts,
New York University**

Master of Professional Studies, Interactive
Telecommunications Program (ITP).

Thesis: *"Current: a real-time data visualization of
internet search activity and its effect on news media"*



Jan – Jun
2004

Brunel University, London, UK

Visiting Researcher, Human Computer Interaction



1998-2002

The Johns Hopkins University

Bachelor of Arts, Computer Science, Minor Digital Art
(through the *Maryland Institute College of Art*)

Work Experience



2005-
Present

BinarySpark Consulting

New York, NY – Owner

Large-scale projects in data visualization, interaction design, and usability

Recent Clients:

Bitcentral
Media Cloud
Internews(Media Map)
Open Topic
Euro RSCG Worldwide
National Stonewall Democrats
The Alexander Lowen
Foundation
American Assoc. for Higher Ed.

Center for Dispute Settlement
Maryland School for the Blind
Crinkles Children's Magazine
The British Broadcasting
Corporation (BBC)
Kingdom of Thailand: Ministry
of the Interior
SE Consulting LLC
IFES

Hej Hej DJ Collective
US Postal Service
Bioenergetics Press
Conatum
HopBooks.com
Gallaudet University
The Baltimore Jewish
Times



2009-
Present

The New York Times

New York, NY – Consultant

- Technical and Design Lead on the 'Modulizer' project, an ongoing attempt to better integrate social and search analytics into the NYTimes.com website.

Summer
2009

Intern: Customer Insight Group

- Designed and implemented InfoTrunk as part of the NYTimes Analytics team to provide real-time statistics and analysis on traffic patterns for NYTimes.com
- Created data visualizations and animations to model website user behavior
- Helped administer usability testing on NYTimes blog sites and the NYTimes iPhone application for the user interaction team



2007-
Present

Squishable.com

New York, NY – Founder and Co-Owner

- Founded e-business devoted to oversized 'Squishable' plush, fair trade and organic toys
- Responsible for all front-end materials including website design, scripting and implementation, PR, wholesale materials, photography and web and print advertising campaigns
- Plush design for Squishable toys and custom designs for external clients



2006-2007

NASD (Now FINRA)

Washington, DC - Web Producer

- Collaborated in all online aspects of the company-wide merger with the New York Stock Exchange's regulatory division. Challenges included complete site re-architecture and redesign, absorption of site materials and re-branding of content
- High-volume web production for the 20,000-page financial website and sub-sites. Created and edited content, press releases and graphics as part of the web team



2004-2005

The United States Department of Labor

Washington, DC - Information Architect

- Created user-driven workflows, wireframe layouts and graphical design for all interactive procedures of the new financial grants system
- Acted as User Advocate to ensure project's Section 508 compliance and usability



2003-2004

eBay Giving Assistant, MissionFish and the Points of Light Foundation

Washington, DC - Webmaster

- Created storyboards, wireframe layouts and user interfaces for the eBay Giving Assistant, the Giving Works charity tool of the eBay auction website
- Acted as main liaison between clients, developers, and graphic designers
- Created all design documentation, update protocols, and style guides for the project



2002-2003

Roanoke Technology Corporation (RTC)

Washington, DC - Lead Interface Designer

- Supervised the creation of client software and ecommerce websites and templates and designed promotional websites, graphics, and marketing materials
- Webmastered daily site content updates for all corporate and client websites



2001-2002

The Hubble Space Telescope (NASA/Space Telescope Science Institute)

Baltimore, MD - Interface Designer

- Generated website design, graphics and general look and feel of the new Space Telescope Science Institute front door portal and affiliate pages as part of the web development team
- Administered ongoing usability and accessibility (508 Compliance) testing

Awards and Affiliations

Adjunct Professor, Tisch School of the Arts *ITP*, a master's level program whose mission is to explore the imaginative use of communications technologies

Adjunct Professor, NYU Arthur L. Carter Journalism Institute *Studio 20*, a master's level program with a focus on adapting journalism to new technologies

Macktez Summer Stipend Award received for the data visualization project 'Overlooked Newsreader'

NYU Stern 6th Annual Social Venture Competition Winner for the Water Canary: a small, inexpensive device for water testing in developing countries

Museum of Comic and Cartoon Art (MoCCA) Participant in the annual MoCCA Art Festival

Hacks/Hackers Active member of the NY-based journalism-meets-technology group

National Ski Patrol WEC-Certified Alpine Patroller (1995-present)

**Portfolio Available at <http://www.BinarySpark.com>
References Available Upon Request**