

# 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

Website Production	Content Management	Tools
Information Architecture	Section 508 Compliance	HTML PHP Adobe Creative Suite Microsoft
User Workflows	Documentation	XML Processing(Java) (Photoshop, Office
Wireframes	Content Editing	CSS Javascript/Ajax Dreamweaver, Windows, Mac,
Interface Design	User Analytics	SQL Pure Data (PD) After Effects, and Unix
CSS Layout	Coding for a wide	UML Arduino Fireworks) platforms
Usability Testing	variety of CMS's	

## Education



Sept 2008-  
May 2010

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

Master of Professional Studies, Interactive  
Telecommunications Program (ITP)



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

Projects in data visualization, interaction design, and usability

### Recent Clients:

Media Cloud

Euro RSCG Worldwide

American Assoc. for Higher Ed.

National Stonewall Democrats

The Baltimore Jewish Times

The Alexander Lowen

Foundation

SE Consulting LLC

Center for Dispute Settlement  
(CDS)

Maryland School for the Blind  
Crinkles Children's Magazine

The British Broadcasting  
Corporation (BBC)

Kingdom of Thailand: Ministry  
of the Interior

Hej Hej DJ Collective

US Postal Service

Bioenergetics Press

Conatum

IFES

HopBooks.com

Gallaudet University



Summer  
2009

### **The New York Times**

*New York, NY – 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 and scripting, PR, wholesale materials, photography and web and print advertising campaigns
- Plush design for Squishable toys and custom designs for external businesses and artists



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 all site 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 use-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**

*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**

**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

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

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