

James D. Vogt

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awards

Interactive Media Awards
Sargent, RVSPCA

CASE Awards
Imperial College London,
Virginia Tech

Macromedia site of the day
Medeco, J.C. Nordt

expertise

User Experience Design
Mobile Design
Product Design
Information Architecture
Interaction Design
Leading Interactive Teams
Project Management

skills

Ideation
Wireframing
Affinity Diagramming (KJ)
Prototyping
Contextual Inquiry
Visual Design
Heuristic Evaluation
User Research
Mental Models

software

Photoshop, Dreamweaver, Flash, Flex,
Illustrator, OmniGraffle, Logic, Reason

languages

HTML, CSS, XML, ActionScript,
JavaScript, SQL

profile

User experience and interaction design lead specializing in mobile, product and web design.
Leader of interactive design teams. Portfolio available at www.jdvogt.com

education

Carnegie Mellon University, Pittsburgh, PA

Master of Human-Computer Interaction (3.9 GPA)

University of Wisconsin - Eau Claire, Eau Claire, WI

Bachelor of Music in Music Theory/Composition, Minor in Advertising

Cum Laude Graduate (3.37 GPA)

professional experience

Principal Designer and Cofounder

Snapzing, Inc. - San Francisco, CA, Jul 2011 to Present

Snapzing is a social photo game/engagement advertising platform created for the iPhone. Recruited and led team from concept to public launch in 4 months. Responsible for the conceptualization, gameplay, visual and interaction design. Launched in early October, currently a 4.5 star app.

Director of User Experience

Mark Logic Corporation - San Carlos, CA, Nov 2009 to Jul 2011

Provided UX leadership, strategy and deliverables for product management, marketing and engineering. Led user research, ideation, prototypes, screen designs and usability testing of MarkLogic and customer products.

- Winner of the "Head First" award - given to the employee who makes the most significant impact in their first 6 months of employment.
- Co-created and designed "MLUC10," a native iPhone app for the MarkLogic User Conference. Featured dynamic publishing and subscribing from rich authoring tools to a mobile device.
- Provided UX expertise and consulting to MarkLogic customers such as JetBlue, DOD, Ingenuity, and others.

Director of User Experience

NewCity - Blacksburg, VA, 1998 to 2008

Responsible for direction and leadership of designers and programmers in the creation and implementation of approximately 150 interactive projects/products during 9+ year tenure. Led efforts in the creation of award-winning consumer and B2B web properties.

Hands-on User Experience - Responsibilities included user experience design, interaction design, art direction, information architecture, user research, participatory design, client consulting, prototyping, project management, wireframing, usability testing. Implementation responsibilities required deep knowledge of Flash, HTML, CSS, JavaScript, middleware, and database design.

Leadership - Served as a leader both for client projects and the company itself. Played a key role in NewCity's 3x increase in personnel and 5x increase in revenue in addition to building the company's core expertise in user experience.

Management and mentorship - Shared responsibilities of hiring and reviewing employees. Coordinated and managed visual, production and programming teams. Mentored employees in user experience design.

Adjunct Faculty - Art 4984 "Designing UX for the Web"

Virginia Tech Art Department - Blacksburg, VA, Spring Semester 2008

Created and instructed Art 4984 "Designing User Experience for the Web," which covered the planning and design of web sites and web applications. Lectures and assignments focused on requirements gathering, wireframes, navigation, layout conventions, user flows, copywriting and client relations.

activities & hobbies

IXDA and Bay CHI

Member Information Architecture Institute

Mastersingers USA - Board Member, Baritone.

Photography, swimming, white-water rafting, camping, guitar

Twitter @jdvogt

Instagram @jdvogt