

## MICHAEL KAY

- ▶ User interface design/development, information architecture, prototyping, user experience
- ▶ Coding: HTML, CSS, ActionScript, PHP, MySQL, JavaScript, ASP, Apache XSSI
- ▶ Tools: Flash, Dreamweaver, BBEdit, MS Visio, Zend Studio, InDesign, Photoshop, Fireworks, Illustrator, ZenCart, Wordpress, Drupal
- ▶ Other Skills: Instruction, project management, print design & production, typography, copy editing, photography, fluency in Spanish

## EXPERIENCE

### **Information Architect / User Interface Developer** (2001-present)

Working with different clients to develop web applications and content sites using HTML and Flash. Information architecture/user experience, prototype development, site building. Some recent clients: AMC Television, Schoolnet, Readionetwork.com, Blueradishgroup.com, Adobe Systems, Progressive Insurance, Moen, CTB/McGraw-Hill

### **Author / Instructor** (1999-present)

Author, *Web Wizard's Guide to Flash* ([www.peep.org/wizard](http://www.peep.org/wizard)), published by Addison-Wesley. Flash instructor at the Pratt Institute, New York. Contributing writer to *Wired.com*.

### **Senior User Experience Engineer**, Phoenix Pop / Liquid Thinking (2000-2001)

Interface design, site architecture. Worked with user experience team, engineers, designers, and content producers to develop usable web sites and other interactive applications. Produced application designs and wireframes.

### **Senior User Interface Developer**, Wired Digital/Lycos/Terra Networks (1997-2000)

Interface design, site architecture, and development for HotBot.com and Lycos Music. Project management for content and marketing projects. New technology research and staff training. Contributing writer to Webmonkey developer site. Promoted from production manager. Hotbot.com, Hotwired.com, Music.lycos.com, Webmonkey.com

### **Web Developer**, CondéNet (1996-1997)

Swoon.com. Collaborated between editorial, art, and technical staff to develop interactive content for the web. Built entire HTML/JavaScript of site for startup. Researched, proposed and implemented extensive improvements to site design, structure, and functionality. Supervision of freelance HTML contractors.

### **Publisher**, *peep* Magazine (1994-1995)

Art & literary magazine.

### **Freelance Design & Production** (1988-1996)

Print design and production for publications and advertising.

Partial list of clients: Abbeville Press, *American Heritage*, Chermayeff & Geismar, International Jugglers Association, Metro Newspapers, *National Jeweler*, NYC Transit Authority, The Seagram Company, Van Nostrand Reinhold

### **Production Manager**, Metro Publishing, Ltd. (1984-86)

Established the production and design process of *San Jose Metro* (news & entertainment weekly). Weekly duties included: overall design and production, hiring and supervision of designers and typesetters, printing arrangements and press checks.

## EDUCATION

**UC Berkeley Extension**, User-Centered Design/Usability Engineering Workshop

**School of Visual Arts**, New York, NY; Fine Arts BFA with Honors

**University of California**, Santa Cruz; American Studies Major

## RECOGNITION

### **Society of Publication Designers**

1 Silver Medal, 2 honorable mentions for *Swoon.com*

### **American Graphic Design Award**

*Graphic Design:USA*

### **Columbia School of Journalism Golden Circle Awards**

Best Overall Newspaper Design, first place