

Chava Canolli

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Objective

To build a foundation in mindshare in a consumer based environment

Summary of Qualifications

With over 15 solid years of experience in user experience (UX) design, or as I like to call it, experience for the user, I have participated in an assortment of titles. In addition to UX design and research, I have also participated as an information architect and UX/UI Principal Consultant. Beyond visual designs, I have worked on plan-o-gram exercises (field exercises to improve sales), television ads, newspaper print material, posters and am a published author for HCI with my research being focused on cross-cultural design.

Experience

Independent UX/Design Consultant, 2006-present

Provided business analysis, user research and testing services, UX and content strategy, wireframing exercises, visual design and technical leadership to companies such as:

- AARP
- Avnet
- Electronic Arts
- Liberty Mutual
- Toyota
- ADP
- Barclays
- Fannie Mae
- Motorola
- UIC
- American Express
- Capco
- Fiserv
- Oracle
- United Water
- ANN INC.
- Citrix
- Fremont City
- Rearden Commerce
- USDA
- Armanino
- Comcast
- GooBogo
- Stonybrook Medical
- Verizon
- ASTD
- Dentons
- IEEE
- The Hartford Group
- VISA
- Autodesk
- Dubai City
- Lattice
- Toyota

Industries

I have worked within the following industries:

- City Development
- Entertainment
- Health/Medical
- Motor Vehicles
- Tax/Accounting
- Consulting
- Fashion
- Human Resources
- Professional Org.
- Technology
- E-Commerce
- Financial/Banking
- Law
- Promotional
- Telecom.
- Education
- Government
- Mortgage
- Sales
- Utilities

Gained Knowledge

I have worked within these parameters:

- 508 Compliance
- Desktop Apps
- Mobile/Tablet
- Responsive Design
- Start-Ups
- Agile Methods
- Enterprise Sol.
- Product Design
- SaaS
- Web Design
- Banner Ads
- Mortgage Banking
- Print Design
- SSO

Publications

Research Article

Aaron Marcus, Chava Alexander: User Validation of Cultural Dimensions of a Website Design. HCI (11) 2007: 160-167.

Education

Schooling

- Academy of Art University, Master of Fine Arts (Computer Arts: New Media) May 2010
- Arizona State University, Bachelors of Science (Exercise Physiology) May 2003

Additional Skills

UX/UI Skills

I have used the following user experience concepts:

- A/B Testing
- Business Analysis
- Card Sorting
- Content Strategy
- Data Visualization
- Eye Tracking
- Funct. Mapping
- Heuristic Eval.
- Information Arch.
- Personalization
- Project Mgt.
- Prototyping
- Req. Gathering
- SEO Strategy
- Site Mapping
- Story Boarding
- Usability Analysis
- User Personas
- UX Testing
- Visual Design
- Visual Guidelines
- Wireframing
- White Boarding

Software Skills

I have used the following software:

- ActionScript/Flex
- Axure
- Adobe AfterEffects
- Adobe Edge
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Balsamiq
- CSS3
- DC Studio
- HTML5
- iRise
- JavaScript
- LogicPro
- Maya
- Morae Software
- MySQL
- PHP
- Visio