

Janice Ahn Experience Designer

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New York, NY

Empathic T-Shaped Design Thinker with Storytelling Expertise

Experience

Method **Senior Interaction Designer** 2016–Present

Client **McDonald's** — Global restaurant chain that serves 68 million customers daily in 119 countries across 37K outlets

Role **Kiosk** — Design new, large-scale touchscreen food ordering kiosk experience for implementation across global markets. MVP release planned for late 2017 in France.

- Develop design system that enables diverse customers to order with a sense of confidence and ease, according to their individual budgets, tastes, and dietary preferences
- Test usability of working kiosk prototype with participants, taking insights into design iterations
- Gain buy-in from client stakeholders across teams and offices
- Coordinate within cross-channel approach, leading with kiosk design decisions while considering past Web & App patterns
- Consider anthropometric scale and large touch screens
- Design for accessibility, apply insights from wide literary audit
- Advocate for transparent nutritional and allergen information
- Consider variable physical installation of kiosks across global markets and related legal compliance and usability issues
- Consider variable kiosk configuration across global markets
- Write user stories and create annotated wires and flows
- Manage kiosk pattern library and toolkit for dev team using Sketch, Github, Atom, and Markdown.
- Collaborate with technologist, UX and visual designers

Web — Design new website with online ordering. MVP release planned for 2017 in the US.

- Strategize role and value of Web in relation to Kiosk and App: focus on creating low barrier to action while creating opportunities for content discovery and increased engagement
- Re-architect online web pattern library and toolkit: integrate Sketch, Symplic, and online site (use Github, Atom, Markdown)
- Adapt recent Kiosk design work with in-progress app work, delivery and restaurant operations strategy
- Write user stories and create annotated wires and flows
- Collaborate with technologist, UX and visual designers

Client **Apax** — Global private equity firm with over US\$47.4bn invested across four sectors

Role Re-designed Apax website. Collaborated with Method visual designer and Argentinian Global Logic development team.

- Created IA that enables personas to achieve goals and tasks
- Based sitemap and taxonomy on personas, stakeholder interviews, competitive audits, content audit, and analytics
- Ideated creative concepts with visual designer for client review
- Created InVision prototype and POV document
- Guided print-focused Apax content team in digital content creation by delivering “persona mappings” of templates that: elicited Team’s design feedback, structured content planning workshops, and oriented them to content authoring

Education

New York University

Film MFA
2010

Performance Studies MA
2004

Stanford University

English MA
2001

English BA
Art History Minor
Phi Beta Kappa
2001

Coursework Includes:

- Ethnographic Research
- Computer Science
- Mechanical Engineering
- Studio Art
- Theory of Performance
- History of Design
- Social Stratification

Thought Leadership

Slipping Into the Breaks: Relational Storytelling in the IoT — article
Method.com
2017, forthcoming

Narrative Techniques in the IoT — presentation
Interaction16 Conference
Helsinki, Finland
March 2016

Storytelling & VR/MR/AR — presentation, discussion, demo
Razorfish UX
Community Meetings
August, November 2015

Experience (cont'd)

Software

Razorfish **Experience Designer** 2015–16

Clients **Delta Faucet, Bridgestone Tire, Mercedes-Benz, TE Connectivity, Chubb/Ace Group, AM Resorts**

Role

- Created & presented client-facing deliverables for sites and apps: responsive wireframes, prototypes, sitemaps, user flows, sketches
- Helped win new account work as part of small MB pitch team
- Supported development of high-level ideas within Experience Vision Brief for client, who approved roadmap implementation
- Supported Business Development in pitches across verticals

Sketch
Adobe CS
InVision
Principle

ProTools
Final Cut
Avid, basic

Firstborn **User Experience Designer** 2014–15

Clients **Disney, Natural Retreats**

Role

- Created and presented client-facing deliverables: feature set lists, user flows, annotated wireframes, sitemaps
- Supported UX Director in building new UX team by spearheading recruiting efforts resulting in multiple hires
- Supported UX Director in establishing User Research Practice by creating production plan for in-office user research sessions

Razorfish **User Experience Associate** 2014

Client **Mercedez-Benz, Uniqlo, Ford**

Role

- Created client-facing deliverables such as prototypes, wireframes, strategic analyses, sitemaps, comparative/competitive audits, user journeys
- Participated in usability testing of design proposals
- Applied content strategy methods: conduct site audits, assess/audit existing content, map/migrate content to new site
- Led and collaborated in sketching sessions and brainstorm for design proposals and pitches
- Led Mercedes-Benz workshare with Mercedes-Benz and smart USA teams

Ogilvy & Mather **Documentary Producer** 2008–11

Role

- Clients include **Cisco Systems, Museum of Art and Design**
- Produced, wrote, and directed freelance documentary films
- Conducted ethnographic research, led interviews, ideated, and led creative and producing teams in all aspects to delivery
- Story edit using footage and transcriptions to create arc

Teaching Experience

Languages

Pratt Institute **Visiting Associate Professor | School of Information Visual Storytelling** 2016

FIT **Adjunct Professor | English Department Strategies of Business Communication** 2013–14

Columbia University **Adjunct Professor | Industrial Engineering and Operations Research Department Professional Communication** 2012–14

School of Visual Arts **Adjunct Professor | Visual and Critical Studies, Humanities Department, Honors Program Reading, Writing, Thinking I & II; Modernist Literature; Writing About Art; Independent Studies in Video, Poetry, Experimental Writing; Career Development Workshop** 2009–13

Korean
Spanish
French, basic