Cameron Reed
User Experience Design & Research

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EDUCATION

School of Information
University of California, Berkeley
Master of Information Management & Systems (anticipated 2015)

University of California, Berkeley
Bachelor of Arts in Environmental Economics & Policy, 2010
Bachelor of Arts in Geography, 2010

TECHNICAL SKILLS

Photoshop	Python
Illustrator	Git
Sketch	HTML
InVision	CSS
Flinto	

METHODS

User Research
Participant Observation
Contextual Inquiry
Interviewing

Evaluative Research
Heuristic Evaluation
Usability Testing

User-Centered Design
Affinity Diagramming
Card Sorting
Personas
Scenarios
Storyboards
Wireframing
Prototyping

WORK EXPERIENCE

Product Design Intern, Salesforce.com (May 2014 – Aug. 2014)
- Collaborated on an 8-week design project with a scrum team of 5 interns, which included 3 developers, 1 researcher, and 1 designer
- Developed concepts for a personal metrics feature within the Salesforce1 mobile application, coordinating with teammates who built the prototype

National Park Service, Pacific West Regional Office (2009 – 2013)
Financial Assistance Officer (Mar. 2012 – Sep. 2013)
Contract Specialist (Jul. 2010 – Feb. 2012)
Procurement Clerk (Sep. 2009 – Jul. 2010)
- Designed and built a record system to track financial assistance agreements awarded over a dozen fiscal years, including 400 active agreements totaling more than $43 million
- Streamlined the process for planning financial assistance agreements and amendments in the Pacific West Region with a Microsoft SharePoint-based system, which was used to plan over 500 agreement and amendment actions per year in fiscal years 2011-2013
- Reviewed and revised financial assistance agreements and amendments for legal sufficiency under tight deadlines, completing over 300 actions totaling $10 million during fiscal years 2010-2012

PROJECTS

Visual Storytelling for User Experience (Fall 2014)
Co-led a group study for 20+ master's students to practice user experience design methods while building their portfolio websites.

Exploratory Research on Career Change (Fall 2014)
Conducted 5 interviews with people undergoing the career change process or working with career changers. Analyzed results to inform master's final project.

WonderCal (Spring 2014)
Managed a team of 5 to develop a new product idea for scheduling group meetings. Designed and developed the project website and prototype.

GYRO (Fall 2013)
Designed a mobile application to help households reduce food waste. Collaborated with an interdisciplinary team of 6 to develop several prototypes.

Food: An Atlas (Jul. – Oct. 2012)
Created 3 maps for Food: An Atlas, a "guerilla cartography" publishing project involving nearly 100 contributors and over 700 Kickstarter backers. Wrote a Python script to scrape more than 2,000 brewery addresses for one of the maps.