

philosophy Design with Empathy for the End User

I've been fortunate to have several amazing mentors that allowed me to learn the business side of design and spurred my interest in usability and customer-focused design processes. Using testing, marketing data, and archetypal users called *personas*, we used empathy for the customer to help focus designs.

In 2008, I completed the University of Washington's User Centered Design program in order to formalize my knowledge of usability and become more adept at applying it to my work as a designer. Since then, I have been using this knowledge on all types of design projects, from icons to websites and signage.

experience Freelance Designer 2004-Current

Creating game graphics, web design, branding, collateral, mapping/way finding, and event graphics.

Clients include AudioSurf, Neo Terra, City Fruit, King County Master Gardeners, Bellevue Urban Demonstration Garden, Alpine Ascents & Sherpa Education Fund.

Big Fish Games

Sr. Experience Designer, Art Lead 2005-2008

Working with the Online Community games group to create game artwork and interfaces, as well design for the community website. Responsibilities also included designing and participating in user research for a new product, rapid prototyping and design for complex systems such as chat, shopping and inventory. Led a small team of artists on day-to-day planning and collaboration efforts. Reported on behalf of the team. Authored planning documents.

Engine Interactive

Sr. Graphic Designer, 2004-2005

Designing websites, online newsletters and collateral for clients such as Precor and Restaurants Unlimited (owners of Palomino, Cutters). I also worked on internal promotion, including print collateral items, stickers, and their website.

Martini Design

Graphic Designer, 1999-2002, promoted to Sr. Graphic Designer 2002-2004

Design and illustration for websites and online experiences, mainly for Nintendo and Microsoft. Responsibilities included leading the design teams effort for many Nintendo website projects, presenting to clients, and working with developers to create flash graphics for complex interactive websites.

education University of Washington, Technical Communication Dept.

Certificate in User Centered Design, 2008

IIT Design Research Conference

Chicago, Illinois, 2008

Usability Testing Workshop with Steve Krug, author of *Don't Make Me Think*

October 2007

New Horizons, Mentored Learning in Macromedia Flash

Certificate earned, 2007

School of Visual Concepts

Publications Design (Annual Report Design)

Writing for Creatives

Project Management for Creatives

2001-2004

Art Institute of Seattle, Visual Communication

A.A.S., 1997-1999

Flathead Valley Community College

Fine Art, Writing, Field Botany & Watercolor, General studies 1995-1997

references LinkedIn Profile & Recommendations

<http://www.linkedin.com/in/tabithaholmquist>

Portfolio Website

<http://www.funkisockmunki.com>