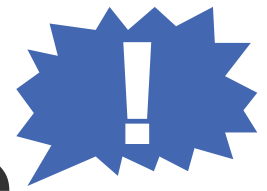


53240 Catalina Ct. South Bend, IN 46635

WES MICHAELS



574.315.9639 wes@wesmichaels.com www.wesmichaels.com

Education

- [M.S. Human Computer Interaction/design](#)
Indiana University | Bloomington, Indiana - May '11
- [B.S. Informatics](#)
Indiana University | Bloomington, Indiana - May '07

Work Experience

Magnify³⁶⁰

[Consultant](#) | Los Angeles, California - Mar. '09 - Jul. '09

- Designed and developed landing pages for Fortune 1000 clients
- Increased conversion rates by an average of 3% per client over control site
- Created definitions for Predictive DNA, an online behavioral optimization technology
- Developed an internal reporting system utilizing FusionCharts
- Designed and developed concept corporate website focusing on visitor profiling

Personas, Inc.

[Creative Director](#) | Beverly Hills, California - Apr. '08 - Jan. '09

- Designed lifestreaming content data visualization
- Established noise reduction techniques based on a proprietary recommendation engine and user relevance
- Edited HTML and CSS of Mugshot, a Red Hat open source lifestreaming system
- Designed brand identity and web media

St. Joseph Paper + Packaging

[Consultant](#) | South Bend, Indiana - Mar. '03 - Oct. '08

- Led design and development of new company website (stjoepaper.com)
- Incorporated web analytics and search engine optimization for marketing purposes
- Assisted in warehouse management, shipping/receiving, and inventory control
- Participated in sales calls to experience customer interaction and needs
- Updated accounts receivable and inventory list for new computer system

St. Joseph County Prosecutor's Office

[Consultant](#) | South Bend, Indiana - May '06 - Nov. '07

- Led implementation of an open source content management system and redesigned website (stjoepros.org)
- Built Linux, Apache, MySQL, and PHP servers for development purposes
- Reduced web hosting costs by \$1,200 monthly
- Reviewed IT security practices concerning identity access management
- Trained 15 County Metro Homicide officers on use of digital video recorder for witness interviews

Academic Experience

Assistant Instructor

Informatics Capstone | Oct. '09 - Present

iCycle

Informatics Senior Capstone Project | Sept. '05 - May '06

- Generated project concept that is now in its 5th year of iteration
- Implemented proof of concept radio frequency identification (RFID) timing system in the Indiana University Little 500 bicycle race
- Led focus groups with riders, coaches, and general public to determine race analytics and interface needs
- Developed real time web interface to display race statistics
- Field tested hardware, software and tag placement for optimization

Design Methods

- Interface Design
- Contextual Design
- Affinity Diagrams
- Ideation
- Prototyping
- Wireframes
- Personas
- Scenarios
- Storyboarding

Research Methods

- Interviews
- Surveys
- Ethnography
- Focus Groups
- Cultural Probes
- Artifact Analysis
- Diary Studies
- Card Sorting

Software

- Photoshop
- Illustrator
- InDesign
- Flash
- Dreamweaver
- QuickBooks
- Microsoft Office

Languages

- HTML
- CSS
- Java
- MySQL
- Basic PHP
- Javascript

Additional

- Featured in Forbes
2006
- Outstanding Capstone
Award
2006
- Certified Lifeguard
2003