

Interaction/User Experience Designer

Name

James Burke

Experience

3,5 years building web applications, mobile and digital installations in physical spaces. In a former life (6 years of it) i used to work as a flash animator and programmer for agencies and brands.

I'm excited to work on new assignments in the role of user experience architect/interaction designer, working on brand sites of all kinds, web applications, mobile and location-based services.

Previous Clients

Binnenlandse Zaken, RSM, BMW, ABN AMRO, Philips, Achmea, KPN, Shell, Mattel, IIP

Awards

Spin Award 2007(Gold) – best mobile concept - Roomware/Hyves Party

Time Magazine - coolest sites 2006 award Yu-Gi-Oh site for Mattel - category kids

Programs

Know: Photoshop, Indesign, Illustrator, Flash, Visio, xHTML, CSS

Learning: PhP, Mysql, jQuery

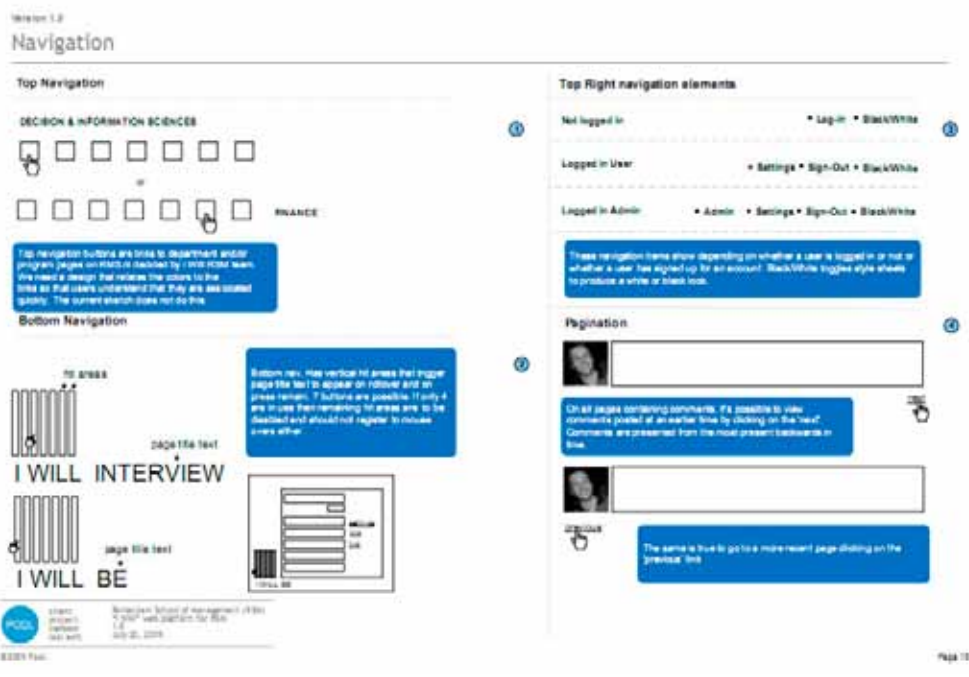
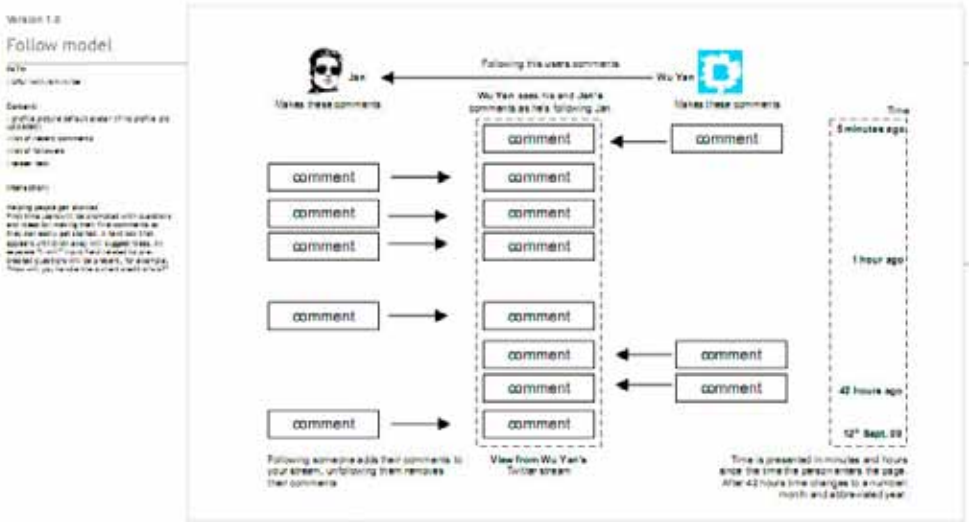
Languages

English (native speaker), Dutch (intermediate speak/write), Spanish, French (Basic)

Some Work

Title: IWill **When:** 2009.08 **Client:** Rotterdam School of Management
Type of Site: Twitter clone with question/answer engine
Activity: interaction design
Deliverables: functional design document
URL: <http://iwill.rsm.nl>

What: I was asked by Poole Worldwide to take an idea by their creatives and turn it into a working functional design document for a separate agency who built this site. I worked together with Poole and the team at Rotterdam School of Management to iterate through a number of designs before finding the ultimate final production version.



Some Work

Title: NARB **When:** 2009.03 **Client:** Roomware Project
Type of Site: Web application with iPhone and mobile site
Activity: interaction design, concept and communication
Deliverables: functional design documents, events, promotion
Site: www.narb.me

What: Tijds Teulings and i conceived and launched NARB, an online art guide with social components, allowing people to find out where art is being shown and with the option to rate, comment and interact with cultural objects. Our aim was to try to democratize the cultural space and help make it easier for people to connect with and personalize their experience. We launched in March 2009 at Rotterdam Museum Night and just released our list of top 10 art exhibitions in the Netherlands for 2009. My work included creating interaction designs and prototyping different models of the service. We beta-tested the mobile application across a few museums and galleries to fine tune our designs. This all next to the usual startup duties of running around looking for funding, shamelessly presenting yourself at various cultural events and continually thinking about how you can do things better.



website



mobile



On location

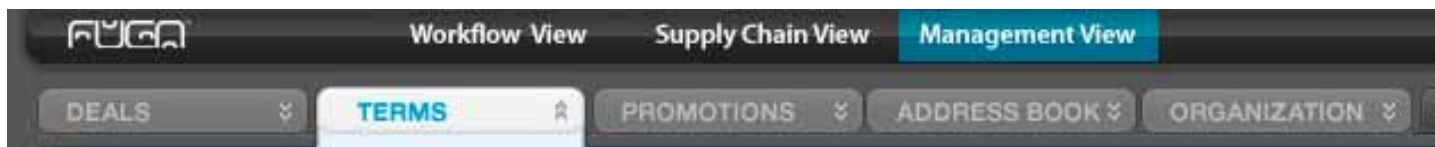


Work

Title: IA/UX, designer at Fuga Music **When:** 2007.03-2007.11 **Client:** IndependentIP.com
Type of Site: B2B digital music delivery service with social elements
Activity: IA, UX, blog for staff, coaching role to: inform/educate and listen to people
Deliverables: wireframes, screenshots, social tools(blog), workshops/conversations

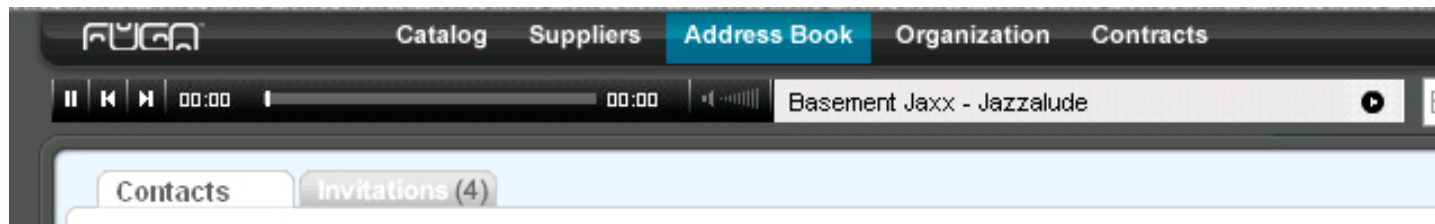
What: For 8 months I worked as the only IA/UX with the great team over at Independent IP on their FugaMusic web application. I arrived with first call of duty to take a look at their whole application and assess user experience and interaction efficiency. I interviewed staff and end users and held group discussions which I seeded with new concepts. On the basis of these actions, we changed Fuga's navigational elements (labeling, position) leading to a far simpler and understandable UI for their platform. The developers were relieved to have a design that finally made sense. The marketing department also understood now better how the application worked. I also spent time on architecting and designing features that were requested, which included: creating user and group profiles, building interactions for music distribution deal contract creation between organizations and internal and external messaging and notifications. One huge user experience nightmare I helped heal was their media upload desktop client. I redesigned it and reminded people of its shortcomings at meetings, until eventually resources were allocated for a fix. Although the fix was not optimal, given the time/resources the company had, we were able to significantly improve usability and user experience. Also I got to use my flash experience in choosing the right open-source player to implement, and moving the music player to a place where navigation would not impact music playback, as it had before.

Old Navigation



Descriptors in the original nav. referred to abstract views on processes rather than the data or social objects themselves.

New Navigation

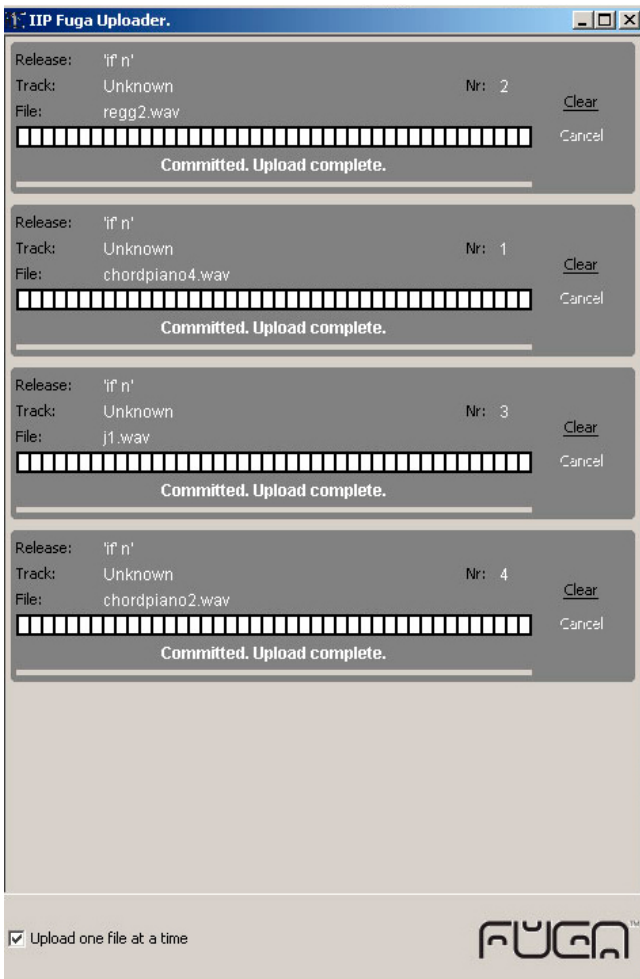


By referring to objects or groups of objects, we were able to create more simplicity and understanding.

Old desktop client

- 6 clicks before upload of files can commence due to java asking for permission
- no multiple file upload supported
- “java running” screen at application launch
- ugly user interface, designed by geeks, unprofessional looking
- no matter how many times you have been here before you need to go through clicks again
- must launch app via web application in browser

Uploads completed



New desktop client

- 2 clicks to start uploading, one time only, then your machine will launch upload client on 1 click.
- multiple file upload supported
- album upload supported
- user interface of desktop client now matches graphic design of fuga brand
- created .exe file for launch of desktop client now from launchbar, so browser is no longer needs to be open
- create links to web application from uploaded files
- color coded file types for quick reference
- show difference between still uploading and uploaded files for quick reference
- designed cool new logo for the .exe

Screen design of uploads in progress

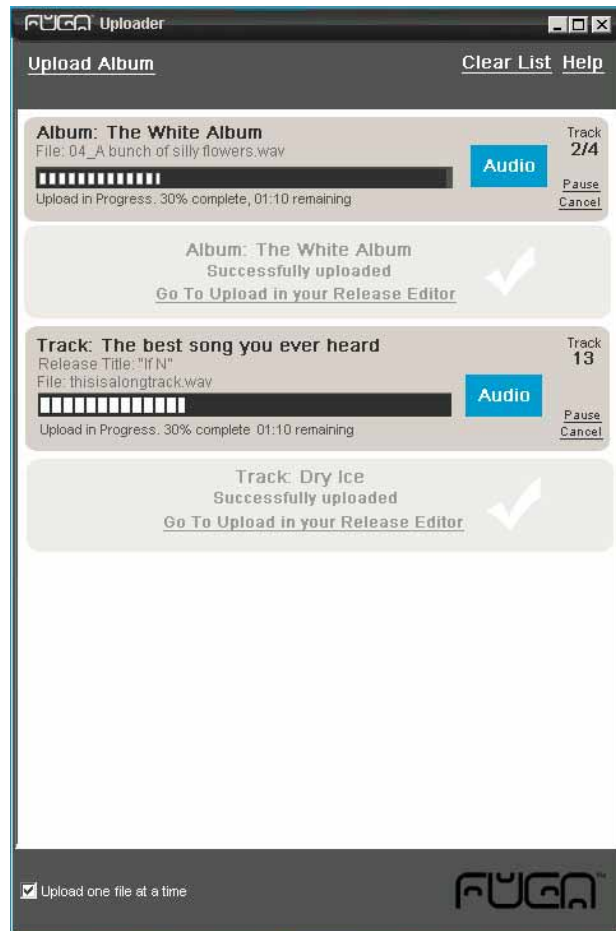


Image **Audio** file types color-coded for clarity



new icon to launch uploader from desktop .exe

Some Work

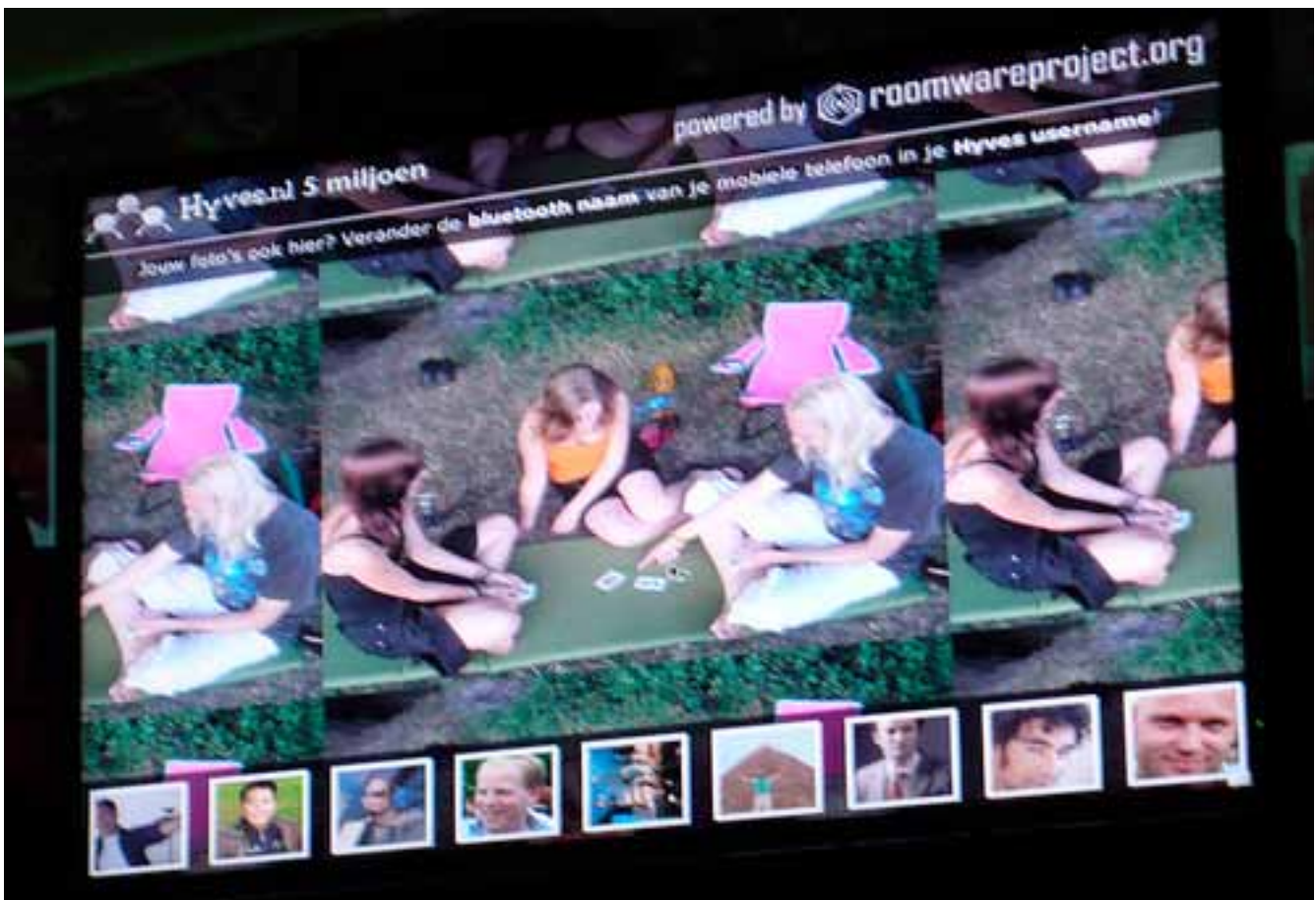
Title: IA/UX, Alchemyst **When:** 2007 (dec) **Client:** Hyves.nl

Type of Site: Roomware Hyves Party – making a party more interactive

Activity: concept for creative, concept for the software & hardware platform

Deliverables: wireframes, workshops/conversations

What: We connected people in a physical space with photos they had taken and uploaded to the Dutch social network, Hyves. We reused these pictures to create an experience where people triggered their own involvement and contribution by entering their Hyves user id on their mobile phones. This created a live slide-show based on proximity. While DJ Don Diablo played records for this party, the people detected became the VJ. It started as an idea and became an open-source software project. I was responsible for creating workshops and seeding conversations. This led to the idea for this project. We reconfigured our original experiment to create this collaborative experience.



The screen above shows the avatars of people within 15 m range (bluetooth). The photograph above the avatars is from a slideshow of peoples uploaded images. You can see i'm there too (avatar 2nd from right;)

Previous Projects/Roles



Role: IA/UX, project manager
Client: stichting Beroepseer
What: social networking site for government organization
url: www.beroepseer.nl



Role: flash animation
Client: La Comunidad
mini site for Achmea



Role: flash programming
Client: Mattel
What: Make characters from the popular anime world of Yu-Gi-Oh dance. It's silly and fun — you mix and match the music and moves.



Role: flash animation
Client: Media Catalyst, Sony Ericsson
What: mini-site for K300
URL: www.sonyericsson.com/k300



Role: graphic design
Client: BMW/JWT
What: graphics for BMW.nl promotional



Role: flash animation
Client: BMW/FHV
What: A web promotion for BMW winning “Engine of the year award”. Full screen flash video was just new when this was made.