

# IREN GURARYE

iren@artsinteractive.net

www.artsinteractive.net

201.714.7664

New York City

User-centered design methods, data architecture, usability, user testing, wire-framing, prototyping.

## UX / UI DESIGNER

### **COMMIT TO GREEN 2016**

Worked in a group to redesign existing website for usability  
Heuristic analysis of the existing site |  
User research |  
Comparative/competitive analysis |  
Annotated wireframes |  
High fidelity prototype |  
Validation through user testing and design iterations

### **KOTLERSTUDIO.COM 2011**

Developed design concept and mockup |  
Worked out data architecture |  
Produced prototype for testing |  
Reiterated the design improve usability |  
Validated repeatedly with the user  
Delivered the functioning website |  
Designed and developed the tool for content updating

### **PORTABLENYC.NET 2014 - now**

Designed and developed mobile apps on NYC history for iOS and Android |  
Developed design concept |  
Delivered mockup for user testing and iteration |  
Produced prototype for testing |  
Delivered the app on GooglePlay and iTunes Store

### **FREELANCE DEVELOPER/OWNER ARTSINTERACTIVE.NET**

Designed/developed web and mobile applications, kiosks, mobile apps in Flash and Flex for clients since 1996

3Rings Media.com | ZepFrog | UnifiedField.com |  
JazzConnections.org | EggShellGames.com | Professional Television Network, L.L.C | heathcasts.com | MTA-North | ego7.com | yabla.com | Ropes & Gray Law Firm | Touchscreen Media | Ryder, Inc. | NBC | Reliance National. | Welch Allyn. | Parlance Corp. | AT&T | Iguana Studios | On2 | Citibank | MARSH Insurance Co. | RCAC | Reckson Associates | Simon and Schuster | NightKitchenMedia.com | Donaldson, Lufkin & Jenrette | Triple-e-soft, Inc. | Frontier Systems, Inc.

### **NYC TOUR GUIDE NEW YORK**

Lead private 4 to 8 hour tours of NYC, Metropolitan Museum of Art and Museum of Natural History 2012-2015

## SKILLS

### USER INTERFACE (UI)

Web/web app design, sketching, wireframing, interactive prototypes, high fidelity mockups

### USER EXPERIENCE (UX)

User flows, personas, storyboarding, UX strategy, card sorting

### USER RESEARCH

User surveys, user testing, usability testing, competitive analysis, task analysis, mental modeling

## TOOLS

Axure  
Sketch  
InVision  
HTML / CSS  
Adobe Fireworks  
Adobe Flashbuilder  
Adobe Dreamweaver  
Adobe Flash  
Abode Flashbuilder  
Pop  
Marvel  
Keynote

## EDUCATION

GENERAL ASSEMBLY  
User Experience Design  
Immersive 2016

NYU CENTER FOR DIGITAL  
MULTIMEDIA  
NYU ROBOTICS  
LABORATORY  
Internship

BRANDEIS UNIVERSITY,  
BA in Computer Science

**PERSONAL INTERESTS** SWING DANCING, social and performing: Lindy hop, Charleston, Balboa; HISTORY, especially NYC history, art history, traveling, friends.