

# JENNI KOHANSKI

Technology ► Information ► Writing ► Art ► Social Work

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## USER EXPERIENCE DESIGNER

Technology ► Information ► Writing ► Art ► Social Work

Constant learner educated in information architecture and usability testing. Primary interest in using technology and information, writing, art, and social work as modalities for people to connect, create, and serve one another. Independent and innovative worker who takes initiative.

## VALUE OFFERED

Technology ► Information ► Writing ► Art ► Social Work

- Highly creative in synthesizing approaches and disciplines.
- Collaborative, client-centered listener and communicator; tolerant, and accepting of others.
- Perfectionist in purpose and focus of Web site building; attention to detail in coding and files.
- Quick grasp of difficult concepts through independent study / projects.

## EXPERTISE

Technology ► Information ► Writing ► Art ► Social Work

Web Design  
Usability Testing  
Information Architecture  
Social Systems  
Merchandising

Presentations  
Content Inventory  
Physical Prototypes  
Business Strategy  
Client Advocacy

CSS  
HTML  
Microsoft Word  
User Research  
Wireframes

Also familiar with Drupal , Morae v3, Web Copy Writing, User Flows, and Sitemaps

## EDUCATION

Technology ► Information ► Writing ► Art ► Social Work

Private University, City, State

*Oldest Library and Information Science school in North America focusing on culture, digital technology, and information science in diverse global business, government, law, policy, politics, and health information.*

### Master's Degree in Library and Information Science

Group projects created simultaneously, from discovery to concept to design.

#### Web site for Fictional Library (shown at jennikohanski.com/)

- Collaborated on design with HTML 4.01 Transitional; no frames.
- Wrote introductory and contact copy for Web site, including all copy for Library Director page.

#### Information Architecture Deliverable (shown at jennikohanski.com/)

- Collaborated on redesign of 8-page Web site, brainstorming and developing personas and scenarios for user groups, content inventory, wireframes, sitemap, user flows, taxonomies, physical prototype of redesigned site, and presentation delivered to client with recommendations.

#### Usability Testing Deliverable (shown at jennikohanski.com/)

- Analyzed and assisted in user research and business strategy.
- Integrated user-centered design, technology, and business strategy by testing usability of Web site redesign with Morae software to make site more effective for users to find information.

(continued)

STATE UNIVERSITY, City, State

**Master's Degree in Social Work****Internship** in play therapy with elementary school-aged children at primary school.

- ▶ Interacted with individual clients, creating and maintaining records.
- ▶ Participated in meetings with interdisciplinary group of service providers.
- ▶ Recognized source of problematic behavior and advocated for client and family until accommodations were made so that client could remain in school.

PRIVATE UNIVERSITY, City, State

**Bachelor's Degree in Liberal Arts Concentration: Writing and Literature**

- ▶ Wrote and presented academic papers, collaborated on publishing fiction and poetry zine.
- ▶ Designed and created theatrical mask; adapted and presented short performance piece.

**PROFESSIONAL DEVELOPMENT**

- ▶ Editing with HTML and CSS, building Web site with Drupal, current self study / project.
- ▶ National Novel Writing Month competition, participated and won 3 times.

**WORK EXPERIENCE**

Technology ▶ Information ▶ Writing ▶ Art ▶ Social Work

NATIONAL FRANCHISE BOOKSTORE, City, State

Month Year-Present

Leading content, commerce, and technology company that provides multi-channel content distribution with 40,000 employees in retail and college bookstores with 2010 revenue of \$5.8 billion.

**Lead Bookseller**

Assisted customers by locating and recommending books. Supervised 6-8 other booksellers in manager's absence, delegating tasks such as shelving, customer service, and merchandising.

- ▶ Doubled sales on tables by merchandising product effectively, checking daily and weekly sales and adjusting displays and product accordingly.
- ▶ Recognized by regional manager as example of merchandising for corporate merchandisers.
- ▶ Analyzed and assisted in user research and business strategy by recognizing trends and noticing when customers request products that don't exist.
- ▶ Predicted rise in popularity of young adult fiction and advocated in-store merchandising strategy for Twilight books before most people knew who Stephenie Meyer was. Ideas for centrally located table and midnight release party were implemented companywide.
- ▶ Negotiated and balanced corporate-mandated budgetary needs with local customer desires, much as Information Architect must negotiate visual appeal, usability, and technology budget.
- ▶ Supported staff by alerting management to good ideas so they can be implemented.
- ▶ Collected funny stories from staff about challenging customer encounters to lighten mood.

FOSTER CARE NONPROFIT, City, State

Month Year-Month Year

Non-profit foster care agency independently contracted by Administration for Children's Services.

**Caseworker**

One of 4 hired (of 60 interviewed) as caseworkers for 15-25 teenage boys placed in group homes by foster care system. Developed service plans and completed reports, maintained records and documentation. Coordinated services for teens and families. Helped navigate legal, social, health care, and family systems.

- ▶ Displayed resilience and willingness to persevere in seemingly impossible situations.
- ▶ Collaborated with psychologist, psychiatrist, nurse, house mother, childcare worker, and others.
- ▶ Appeared in court, home visits, client meetings, school meetings, and hospital admissions.