

LORI MOGOL

310 Greenwich St., 35d, NY NY 10013
Web: <http://ceterisinc.com>

Tel: 917-763-5997
Email: lori.mogol@mindspring.com

SUMMARY

- User interface design and Information architecture of web and desktop applications
- Design and development of corporate, intranet, business, consumer, and non-profit web sites
- Coordination of multiple projects and schedules
- Effective communication skills with users, clients, and multidisciplinary teams

EXPERIENCE

J.P. Morgan, Private Banking

User Interface Designer (3/10 – 12/11), New York, NY

Developed user experience for multiple applications across large private banking portal:

- Designed user interface for new and existing applications
 - Created mockups, wireframes, and prototypes
 - Produced design presentations
 - Determined screen flow, navigation, and labeling
 - Designed screen interactions and behaviors
- Collaborated with stakeholders to define requirements
- Identified user workflows and interactions
- Established and documented UI standards and styles
- Wrote user help documentation
- Designed user experience for migration from web application to desktop application

Ivy Asset Management LLC, The Bank of New York Mellon

User Interface Designer / Information Architect (1/06 – 12/09), Jericho, NY

Designed and implemented user interface strategy for hedge fund management system:

- Created user interface including screens, interaction elements, and visual assets
 - Developed design mockups in Visio and Photoshop
 - Provided developers with HTML and CSS
- Established navigation, labeling, language and style conventions
- Participated in business requirements definition process
 - Translated requirements into user interface
 - Collaborated with business analysts, stakeholders, and developers to integrate requirements with usability and technical needs
 - Reviewed business requirement and functional specification documents
- Designed print reports
- Wrote style guides, screen content, and system user messages
- Edited help documentation
- Assisted QA team with front-end testing
- Designed internal web sites

Bank of America, Interaction Engineering

Information Architect (4/05 – 12/05), New York, NY

- Worked with users to integrate usability with application development
- Reviewed and interpreted business and functional requirements
- Created wireframes, site maps, and interaction specifications
- Designed mockups and prototypes
- Developed approaches to content structuring and categorization

Ivy Asset Management Corp, subsidiary of The Bank of New York

User Interface Designer (2/04 – 3/05) – [See above]

Deutsche Bank / Bankers Trust

Site Designer/Content Architect (5/03 – 7/03, 4/99 – 5/02), New York, NY

- Developed sites to incorporate branding goals and meet corporate guidelines
 - Created graphics in Photoshop and optimized images
 - HTML/CSS coding by hand and with editors
- Information architecture
 - Interviewed clients and stakeholders to identify site goals and user needs
 - Created sitemaps, wireframes, prototypes, and mockups using Visio, Photoshop, HTML
 - Worked with technical teams to detail UI and functional specifications

Ceteris Inc.

Web Design Consultant (95–present), New York, NY -- <http://ceterisinc.com>

- Develop site architecture, navigation, and flow
- Content development and editing for effective web presentation
- HTML and CSS coding
- Create graphics using Photoshop and other tools

TECHNOLOGIES

Graphics: Visio, Photoshop, Illustrator, PowerPoint, Quark, Acrobat

Coding: HTML, CSS. Basic knowledge of JavaScript, exposure to XML, WPF

Development Tools: Dreamweaver, iRise, basic knowledge of MS Expression Blend

Operating Systems: Windows, UNIX, Mac

Productivity: Word, Excel, Access

Other: Sharepoint, Surround, TestTrack

Other Experience

The Lancet, div. Reed-Elsevier, Marketing Director, New York, NY

Scientific American Medicine, Marketing Director, New York, NY

Scientific American Magazine, Editorial Production Assistant, New York, NY

Desktop Publishing: Design, layout, and production of print publications. Proofreading, copy editing, and writing.

Marketing: Designed and implemented promotion campaigns. Supervised direct mail and print advertising including list selection, copywriting, design, and production. Identified market research needs and implemented qualitative and quantitative methods. Planned and attended sales exhibits for medical conventions.

Business Management: Developed budgets for revenues and marketing costs. Led implementation of subscription fulfillment system for data conversion, order entry, finance, and distribution. Designed management reports for demographics, revenue projections, and subscription liability.

Education

School of Visual Arts, Graphic Design courses. NYPC, courses in XML and JavaScript.

Brooklyn College, English. New York University, Direct Marketing Program.

Pro Bono

Independence Plaza Tenants Association – Web Designer, <http://ipnta.org>

- Design and maintain web site and marketing communications

Mitchell-Lama Residents Coalition – Web Designer, <http://mitchell-lama.org/>

- Design and maintain web site

Professional Memberships

NYC Usability Professionals' Association, <http://nycupa.org>; Interaction Design Association,

<http://www.ixda.org>; Women in Technology International, <http://www.witi.com>