

Portland OR

Nancy Wirsig McClure
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Interactive and Visual Designer

Design of user interfaces. • Strong design sense (layouts, typography). • Very focused on user needs.
Creation of mockups, wireframes, flows, process docs. • Collaboration with software developers.
Infographics and animation. • Thousands of hours of experience in Photoshop and Illustrator.

Portfolio: explanagraphics.com

HISTORY

2009 - now ■ ***Explanagraphics*, self-employment.**

In **multi-month contracts** -- collaborating with developers and product managers in Agile processes -- provided visual design, UX concepts, graphical asset creation, and process documents/guides for:

- GUIs for Automotive Linux touch apps, running as HTML5 on the Tizen platform. Also prepared use cases, flows, and documentation. For Jaguar Land Rover.
- GUI for a proprietary touch-control tablet, running Android. Also wrote UI implementation guidelines for use by developers. For Leviton Manufacturing.
- GUI for a proprietary touch-screen tablet in operating rooms. For a medical products company.
- Web site expansions (HTML, PHP, CMS) for a B2B financial software company.
- UX of highly-graphical web application on iOS. Also wrote and edited web Help for inexperienced users. For a Bay-area startup.

Smaller projects included:

- Designed and created explanatory animated video for a Portland startup's funding outreach.
- Performed heuristic usability evaluation of a different Portland startup's web application.
- Conducted usability tests for a database-based web application for City of Minneapolis.

2006 - 2009 ■ ***Instantiations, Inc.***, a 30-person software product company (Portland OR).

Designer and web guru (sole creative staffer).

- Designed & created all online, print and exhibits, including all-new web site & animated banner ads.
- Collaborated with developers on UI of a web application that generated an AJAX dashboard.

2000 - 2010 ■ ***Portland State University*** (Portland OR); ***Clark College*** (Vancouver WA).

Adjunct Faculty (occasional, part-time).

- Wrote curricula and taught **hands-on classes** in Photoshop, InDesign, Illustrator, design topics.

2005 ■ ***NIKE***.

Adobe software trainer (contract).

2003 - 2004 ■ ***WebHostWorks.net***, a 5-person web agency.

Web designer and user experience designer (for e-commerce) for a dozen clients of the agency.

1990 - 2003 ■ ***hand2mouse***, self-employment.

Designer (web & print) with many clients. Started building web sites in 1995.

pre-1990 ■ ***West Publishing***.

Software developer; mentor to new hires; internal tech writer.

pre-1990 ■ ***IBM***.

Software engineer -- new operating system development.

EDUCATION

Professional development courses in **interactive design, illustration, animation, digital marketing.**

Portland State, Pacific Northwest College of Art; Minneapolis College of Art & Design; U of Minnesota

B.S. **Computer Science**, University of Iowa

B.A. **Anthropology**, University of Arizona

Phi Beta Kappa, National Merit Scholar

TECHNOLOGY EXPERTISE

Adobe Creative Suite

(15+ years, through Creative Cloud versions)

- **Illustrator:** illustration, infographics, icons, SVG.
- **Photoshop:** UI graphics, retouching photos, compositing (over 5000 hours of experience).
- **AfterEffects:** frame-based animation.
- **InDesign:** print design and typography.
- **Acrobat, Dreamweaver:** proficient user.

Other Technologies

Platforms: User of Macintosh, Windows, Linux. Created production assets for Android, iOS, Tizen.

Microsoft Office: Word, Excel, PowerPoint (expert), Visio (basic).

Standards-compliant **HTML and CSS**; worked with JavaScript developers on web apps.

Development tools such as version control (git, CVS); content management systems.

ADDITIONAL SKILLS: Writing, Training, Presentations

Created PowerPoint presentations. Advised presenters on approaches. Designed original templates; built slides and multi-file shows; included illustrations, infographics, animated images, and animated transitions.

See explanagraphics.com/presentation-design/

Wrote and edited Help and user guides for inexperienced software users.

Trained Adobe software for a division of NIKE sportswear. Managed program, created materials, presented classes and did one-on-one tutoring.

Taught college classes: wrote curriculum and delivered hands-on classes in Adobe software, web design and web animation (at PSU Professional Development Center, Clark College, Minneapolis College of Art and Design).

SPEAKING ENGAGEMENTS

Presented original material at professional association meetings, Ignite events, and national conferences.

Subjects included touch interfaces, e-learning, user assistance, technical communication, animation.

See explanagraphics.com/about-us/speaking

PROFESSIONAL COMMUNITY CONTRIBUTIONS (as a volunteer)

Created a Portland-area resource for new media professionals: nancywmcclore.com/pdxnex

Designed and produced collateral for CHIFOO (Computer Human Interaction Forum of Oregon).

Served on marketing committee for the OTBC (Oregon Technology Business Center).

Served as board member for PNWCMUG (Pacific NW Color Management Users Group).

Judged technical art competition for STC chapter (Society for Technical Communication).