

laura garcia-barrio

115 Prospect Pl, #1R
Brooklyn, NY 11217
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lauragb@nyu.edu
<http://onthespot.info>

With a background in interaction design and communication, my goal is to create engaging and user-centered digital applications, services and products.

New York, July 2008

professional experience

Smart Design. Senior Interaction Designer. 03/07 - 05/08

New York - San Francisco - Barcelona

Research, development of concepts, interaction models, site maps, user flows, wireframes, prototypes and user testings of digital products and applications. Clients included major technology manufacturers and telecom service providers, as well as Universitat Oberta de Catalunya - UOC (Barcelona, Spain) and Smart Design.

AKQA. User Experience Designer. Office Mobile Lead. 11/05 - 03/07

New York

Conceived and executed site strategies, content audits, user flows, site maps, wireframes, functional specifications and user testings for clients Coca Cola, Smirnoff, New York Jets, Comcast, Heineken, Sirius Radio. Projects included websites and mobile sites.

AON. Web programmer. 04 - 09/06

New York

Designed and built an intranet application for the offices across the US.

AIGA. American Association of Design. Podcaster. 10/05

Boston

Conducted and edited the first podcasting of an AIGA conference.

American Museum of the Moving Image (AMMI). 01 - 04/04

Information Architect

New York

Intern at the Digital Media Department. Designed the website for the 'BLIP Arcade Games from the Museum Collection' exhibition.

Oceano Publisher. Digital Editor. 05/01-07/03

Barcelona, Spain

Started the Internet products department. Responsible for Interaction and UI Design of the company's online resource centers. Co-defined the architecture of our technological platform. Developed business relationship with our US partner, Thomson Gale (Thomson Corp.). Coordinator of a team of 3 people and in charge of external providers.

ICTnet.es - Professional Virtual Communities. Catalan Institute of Technology. Communication Manager and Interaction Designer. 11/98 - 05/01

Barcelona, Spain

Editor of an online daily newsletter and a weekly magazine on Internet subjects. Leader of the Internet community and its mailing list. Designer of site sections. Coordinator of 9 people in the Information Technologies area.

Media. Freelance Journalist. '94 - '01

Barcelona, Spain

Wrote and edited news and articles for press, radio and TV.

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education

- Masters Degree in Interactive Telecommunications (ITP).** 08/03 - 05/05
New York University. Tisch School of the Arts.
- Graduate Degree in Digital Multimedia Journalism.** 01 - 10/00
Polytechnic University of Catalonia (UPC). Barcelona, Spain.
- BA in Journalism.** 09/93 - 06/97
Autonomous University of Barcelona (UAB). Spain.

honors

- Awarded 1 of 50 La Caixa national full fellowships bestowed by the King of Spain to study in the USA.
- Bronze Lion Award at the 2007 Cannes International Advertising Festival for the Smirnoff Signature site (while at AQKA).

talks

- Siggraph 2005. 32nd International Conference on Computer Graphics and Interactive Techniques.**
Presented a graphical interface to e-mail on cell phones and PDAs. (ITP's Masters thesis project)

courses

- NextD WorkshopONE on Design and Innovation.** 07/08
NextDesign Leadership Institute. New York.
- Introduction to Graphic Design.** 06 - 07/04
School of Visual Arts. New York.

computer skills

- Web editing:** HTML, WML, basic XML, CSS, SMIL, basic JavaScript, basic DHTML
- Design:** Photoshop, Illustrator, In Design, PageMaker, QuarkXPress
- Programming:** Familiar with J2ME, Perl, SQL, Java, Processing, Lingo, ActionScript, Basic X microcontroller, Arduino
- Video:** Final Cut Pro, After Effects, Discrete Cleaner, QuickTime and Real streaming
- Multimedia:** Director, Flash, Audacity, ProTools, DVD Studio Pro, Max/MSP/Jitter, VXML

personal

- Spanish and Catalan, mother tongue languages. French and Portuguese, very good level. German, medium level.
- International Civil Services in Spain and Germany.
- Contributor to the trends blog TheTrendNet.com
- Interests include mobile technologies, social impact of technology, art, participatory media, video making and traveling.