

“The difference between a good UX designer, and a *really, really good one* lays in their ability to not only simplify and optimize the product experience, but also to evoke profound emotion in the user”

As an information architect I am very sensitive to words and their meanings for we work to develop taxonomies for website based on the user vocabulary. My research on Tesera reveals that the word “elegant” is the key word used to describe your design style. Another word that arose during my research was “organic”.

My feeling is that if I can nail your design aesthetic --- I will have a good chance of securing this role. While the word elegant is synonymous with words like classic, simple, clean, minimalist the word organic brings to mind shapes with a natural look and a flowing and curving appearance. Organic shapes and forms are typically irregular or asymmetrical and are associated with things from the natural world, like plants and animals.

Environmental elegance.

With respect to “organic” shapes my father, a landscape architect wanted me to learn how to draft as a young girl. My response was no, thanks, I want to animate, I want to paint, I prefer curves over lines. The meaning of the word Tesera is a combination of time and space. I went on to study classical animation which is referred to as new media for the reason that it is time based and the challenge is that of moving a figure through space.

This site and its links to various projects represents my portfolio. To view a visual resume/timeline I attended art school and afterwards animation school so I am aware of all the various styles and schools of art from the beginning of recorded time. Animation school taught me to be able to draw in any style that the client requested. As you will see from my portfolio I do not have not had too many clients focused on elegant design—my most recent gig working with the start up Advertise www.advertise.com being the exception perhaps although they prefer to call their look sexy and urban. At Advertise my role was to work with the visual designer who was hired at the same time I was, on the interaction design and more importantly on the underlying data design--- from the database through to the flow of the sign up process and creation of vendor pages to the analyzing, sorting and addition of the seller content for each profile added to the site.