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### Areas of Expertise

#### Industry:

- Pharmaceutical
- Youth Marketing
- Wireless/ Mobile
- Broadcast Media
- Communications
- Publishing
- Travel
- Automobile

#### Functional:

- Mobile Device Interfaces
- Content Management
- Information Architecture
- User Scenario Development
- Usability testing
- Rich Interface Design
- Taxonomy
- Rapid Prototyping
- Competitive Analysis
- Patterns Design

#### Software Tools:

- Visio
- Indesign
- Photoshop
- Illustrator
- Dreamweaver
- HTML/XHTML/CSS
- Javascript
- Flash

#### Selected Clients:

- Verizon Wireless
- Verizon
- Clean and Clear
- Acuvue
- Johnson & Johnson Corporate
- Johnson & Johnson China
- Lactaid
- XM Satellite Radio
- Taj
- Ford

# Loretta Hui

An interaction designer and information architect with four years of experience creating user-centric web based solutions that meet business objectives and user needs. Strong background and experience in creative strategy, online branding, systematic design, user research and content strategy. I have experience leading web and mobile engagements with Fortune 500 companies such as Johnson & Johnson, Verizon and Verizon Wireless. Prior to my agency work, I worked mostly in the mobile and publishing industries.

## Work Experience

Senior Information Architect | [Razorfish](#) | January 2008 - Present

- **XM Satellite Radio:** Led the partial re-design effort of xmradio.com and other XM web properties.

Participated and led the creation of a mobile application for the iPhone and iPod Touch. The application is one of the first native applications in the world offered to the public through the Apple App Store.

- **Taj:** User Experience Lead for the account. Re-design of tajhotels.com and the creation of two other web properties for their hotel brands.

Interaction Designer | [R/GA](#) | June 2006 – December 2007

- **Verizon / Verizon Wireless:** With a solid background in systematic design, I led several projects on the account that was UX intensive.

Highlights: Online account management interface for Verizon/Verizon Wireless small business and enterprise users, creation of a UX pattern library for all of Verizon's and Verizon Wireless' web properties.

- **Johnson and Johnson Vision Care:** .com redesign of Johnson and Johnson Vision Care and Johnson and Johnson Vision Care Institute. One of the sites uses rich media to further engage audience with product information. Created information architecture for a complex knowledgebase and advanced search interface.

On this project, I created HTML prototype in replacement of paper wireframes to better explain AJAX behavior.

- **Acuvue:** Interaction Designer for the Acuvue Hampton High project, an engaging online experience targeted towards teenagers. Teenagers can watch a series of webisodes on the website and vote for outcomes. To further tap into the social space and increase brand awareness, a Facebook group was created for this project.

Web Designer | [Pepper Wireless](#) | Sept 2005 - May 2006

- Managed the Art and Marketing department
- Designed the Pepper Wireless online store and detailed analysis of user workflows, site functionality and navigation
- Developed successful marketing campaigns through promotional materials, banners, and online presence.

Webmaster and Board Member | [Schema Magazine](#) | Apr 2003 - June 2006

- Worked closely with the Founder and designers on creative concepts for each issue
- Managed day to day maintenance with the magazine blog

### **Education Background:**

- Simon Fraser University, Canada, May 2005: B.A. Interaction Design, Bachelor of Science, Faculty of Applied Science
- Italia Design Field School, Italy, July 2004

### **References**

References available upon request