



## Background

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- 10+ years experience in Web site & Web application design, from business requirements gathering and analysis to HTML production.
- Deep expertise in interaction design for transactional and social networking Web applications.
- Excellent project leadership, communication, writing, and client interaction skills.

## Experience

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### **User Experience Architect (Part-time)**

Boston Interactive, Charlestown, MA  
June 2010-present

- Work with Boston Interactive on a part-time basis, providing UX leadership for various projects.

### **Founder, Foodfiltr.com**

May 2009-Present

FoodFiltr is a place for people who lead a gluten-free lifestyle to share information about and promote gluten-free foods, products, and services.

- Designed every aspect of FoodFiltr.com, including logo, look and feel, workflows, and wireframes. Manage development team, marketing efforts/site promotion, ongoing site enhancements, and all other aspects of business

### **Freelance Information Architect / UX Strategist**

April 2002-present

- Work with various clients on a freelance & contract basis (see below).

### **Information Architect (Freelance)**

The Barbarian Group, Boston, MA  
September 2006-March 2009

- Provided UX direction and created detailed IA documentation for Kashi.com, FritoLay.com, SusoProject.com, AmericanExperience.org, and becomeanMM.com, among other projects.

### **Information Architect (Contract Position)**

Investors Bank and Trust, Boston, MA  
December 2006-February 2007

- Created new look and feel/recommended usability enhancements for web-based fund accounting applications.

### **Information Architect (Contract Position)**

Fidelity Investments, Boston, MA  
July 2003-July 2006

Fidelity Investments is the largest mutual fund company in the United States and a leading online brokerage firm.

- Redesigned the online account opening workflow/interface for most Fidelity retail products (a multi-year, cross-company project), the online statement section of Fidelity.com, the Alerts section of Fidelity.com, and portions of the online stock option management interface.
- Created use cases, requirements documentation, and clickable HTML prototypes.
- Worked with business partners and cross-functional teams to usability-test and iterate prototypes prior to development and launch.

### **Interaction Designer (Contract Position)**

Experience, Boston, MA

April 2003-May 2003

- Created new iteration of eRecruiting web application, and redesigned the eRecruiting internal administration console.
- Created clickable HTML prototypes; conducted extensive tests of prototypes with eRecruiting users.
- Documented workflow and functional requirements, including use cases and process flows.
- Wrote instructional copy, help copy, and error messages.

### **Information Architect (Contract Position)**

Classwell, Boston, MA

April 2002 - August 2002

- Designed custom implementations of the Classwell Web application platform, a platform for delivering online standards-based content to students, for clients in the educational publishing industry.
- Gathered and documented requirements for web applications. Created other documentation as needed.
- Created use cases, designed business logic and workflows, and user interface designs (wireframes).
- Worked with clients and internal teams to refine prototypes.

### **Senior Information Architect**

BiT Group, Boston, MA

February 1999 - April 2002

- Planned and developed Web-based applications and Web sites for corporate clients.
- Led project teams throughout design and production cycle: requirements gathering, scope definition, information and process modeling, business process reengineering, implementation.
- Created BiT Group's Information Architecture capability, including BiT Group's IA development process and deliverables.
- Oversaw IA best practices, mentored other IAs.

### **Web Developer and Administrator/Print Production Supervisor**

MediaMap, Cambridge, MA

February 1997 - February 1999

- Managed and updated Mediamap.com and MediaMap corporate intranet.
- Produced 2000 page quarterly *Computer Industry Media Report (CIMR)*, MediaMap's flagship product, using FrameMaker with a database back-end; coordinated six-week production cycle of CIMR with print vendor; produced *High-Tech Trade Show Report* yearly; produced MediaManager software documentation books as needed.
- Served as a resource for all MediaMap departments concerning print and on-line design projects; monitored all printed and on-line materials for consistent design.

### **Assistant Director, Career Services Center**

New England Conservatory, Boston, MA

June 1995 - February 1997

- Created promotional materials for NEC musicians including resumes, brochures, tape inserts, bios, posters, business cards, and repertoire lists. Wrote promotional copy for student performers.
- Produced and marketed monthly Job Bulletin, as well as all office workshops, seminars, and services.
- Managed team of student assistants, organized NEC-sponsored events.

### **Tools and Design Practices**

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Expert in HTML, CSS, Visio, Photoshop. Well-versed in UML software design methodology (use case design).

### **Education**

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Kenyon College, Gambier, OH

Bachelor of Arts in English

- Selected for competitive year-abroad program at Exeter University, UK.

**Other Interests:** reading, video editing and direction, photography.

*Note: Hjortshoj is pronounced YORT-soy.*