

# FAITH HUTCHINSON

## UX Design & Research

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 404.396.9999

### EDUCATION

#### The University of California at Berkeley, 2015

Master of Information  
Management & Systems

#### The University of Georgia, 2006

B.F.A. Graphic Design,  
Magna Cum Laude

### PATENTS

#### US9693643B1 — Product display assembly USD789121 — Display unit

Co-author of retail display  
patents that improve  
stability, security, aesthetic  
presentation, and installation  
processes of products

### RECOGNITION

#### Grace Hopper Celebration of Women in Computing — HCI, 2016

Lead UX and UI design on  
the project *What Can Drones  
and Aerial Imagery Do for  
Citizen Science?*

#### *Graphic Design School: A Foundation Course for Graphic Designer*, 2010

Featured project in this  
design theory book

#### AIGA SEED Award, 2007

Recognition from American  
Institute of Graphic Art's  
Southeastern division for  
outstanding editorial book  
design

### EXPERIENCE

#### TARGET, INC. CONSUMER INTERNET OF THINGS

##### Lead UX Architect • 04/2016 – present

Developing the UX and UI of an initiative that incorporates hardware,  
software, and service design into a holistic solution for Target guests

##### UX Architect • 06/2015 – 04/2016

Created digital, print, and industrial design components for Target  
Open House, an interactive store for the Internet of Things located  
in downtown San Francisco; conducted generative research and  
evaluative research that led to new business partnerships and  
increased traffic and sales

##### UX Graduate Intern • Summer 2014

Pitched and designed the interface of “Homemade,” a VR shopping  
experience that permits users to browse, arrange, and purchase  
furniture in a virtual reproduction of their room

#### PENGUIN GROUP, USA

##### Designer • 2011 – 13

Designed print and online advertisements for books, packaging for  
merchandise, and signage; selected by the VP to work on a team  
that developed new brand experiences within Barnes & Noble stores

#### BILL SMITH STUDIO

##### Art Director & Designer • 2009 – 11

Developed print and interactive projects for Houghton Mifflin Harcourt,  
McGraw Hill, and Pearson's K-12 educational programs; lead full-day sprints  
where educators, editors, photo researchers, and designers crafted content  
to help students engage and excel under Common Core standards

#### PUSHPIN

##### Assistant Designer • 2008 – 09

Collaborated with estimable designer Seymour Chwast for clients  
such as American Express and *The New York Times*; managed  
production design for *Seymour: The Obsessive Images of Seymour  
Chwast*, a 272-page book of art published by Chronicle Press in 2009

#### THE METROPOLITAN MUSEUM

##### Design Intern • 2007 – 08

Illustrated, animated, and designed web-based interactive aides to  
enhance the experience of the museum's younger visitors; worked  
with curators and educators to ensure content about the museum's  
17 curatorial departments was accurate, appealing, and informative