

FAITH HUTCHINSON

UX Design & Research

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 faith.hutchinson@gmail.com
 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
USD789121
USD804865

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 discussed in the paper "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.

Lead UX Architect • 04/2016 – present

Guiding the experience of hardware, software, and service design products for Target customers and stakeholders; working with a cross-functional team of engineers, researchers, and product owners along the entire product cycle

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