

Sonia Wendorf

Interaction Design Design Strategy Usability

415-238-2623
swendorf@gmail.com
www.swendorf.com

EDUCATION

Carnegie Mellon University
August 2000 - December 2004
MHCI, Human-Computer Interaction
BFA, Industrial Design

SKILLS

User centered design, leading inter-disciplinary teams, conducting client meetings and workshops, HCI research methods, ethnographic research, human factors, participatory design, heuristic evaluation, project planning and proposals

Primary tools

Illustrator, Photoshop, InDesign, Fireworks, Flash, Microsoft Office, Mac & PC platforms

Basic knowledge

After Effects, Flash, Maya, HTML, Java, DC circuitry, woodworking

EXPERIENCE

DECEMBER 2008 - PRESENT

Smart Design, San Francisco, CA / Senior Interaction Designer

Lead multi-disciplinary project teams in the research and design of delightful user experiences across a variety of industries and product interfaces.

- » Designed signature experiences that differentiate leading consumer electronics companies such as Toshiba and Samsung, from their competitors, through a user-centered design process.
- » Led the design of an IDEA award winning interface for a surgical generator that set a new standard for capital equipment via unique sound design, and a simplified multi-touch user experience.
- » Created a future vision of connected home appliances which highlights what appliances *should* do rather than *could* do, and was produced and demonstrated at CES 2012 in Las Vegas.
- » Developed ground-breaking easy to use and efficient enterprise web apps which help out clients expand into huge and untapped markets.
- » Conducted ethnographic research, participatory design sessions, and interviews to provide clients with insights about their product environment, use ecosystems, and needs of their customers.
- » Built relationships with clients such as Samsung, HP, Ethicon, Toshiba, LG, American Greetings, SugarSync, Cisco, Pure Digital, and Logitech.

AUGUST 2005 - OCTOBER 2008

Johnson Controls, Holland, MI / Interaction Designer

Designed innovative automotive interfaces that allow drivers to safely and effectively manage content from portable devices such as mobile phones, and complex vehicle information.

- » Collaborated with leading automotive manufacturers, such as Ford, to develop production UIs that elegantly balance trade-offs between aesthetics, usability and engineering constraints.
- » Designed a graphical, tactile, and speech UI to demonstrate a vision of seamless in-vehicle technology integration for Detroit Auto Show.
- » Created a concept of how WiFi will shape the driving experience in 2015+ through focus groups, persona creation, and scenario development.
- » Developed a research project to analyze high technology vehicle UIs involving heuristic evaluations, interviews, usability tests, and journals.
- » Initiated and coordinated interaction design internship program.

MAY 2003 - AUGUST 2003

Carnegie Mellon HCII, Pittsburgh, PA / UI Designer & Researcher

Designed a user interface for CareMedia, a complex medical archive system that caters to care takers and doctors of patients suffering from dementia.

- » Conducted contextual inquiries, interviews, and reviewed video documentation of dementia wards to understand needs of care takers.

JUNE 2001 - AUGUST 2001

Philips Consumer Electronics, Briarcliff Manor, NY / Design Intern

Designed interactive widgets, and interfaces for television products.

ACHIEVEMENTS & AFFILIATIONS

Contributed to the book *Universal Methods of Design* by Bruce Hanington and Bella Martin 2012, 2012 bronze IDEA award winner, Designs demonstrated 2007 NAIAS in Detroit and CES 2009 & 2012, 3 utility patent applications for Johnson Controls, 2 utility patent applications for Philips, CHI 2004 poster presentation in Vienna, IxDA member.