

PHI-HONG D HA

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EDUCATION

Carnegie Mellon Univ. Pittsburgh, Pa.
Masters of Design, May 2005
Program: Interaction Design

Central Saint Martins. London, UK.
School of Visual Arts. New York, NY.
Summer 1998
Courses for Professional Development

Cornell University. Ithaca, NY.
Bachelor of Arts, May 1997
Major: Economics
Graduated with honors: *Distinction in All Subjects*. Dean's List, Golden Key National Honor Society.

PARTIAL CLIENT LIST

Bechtel Corporation
Clinique
CNN
Comcast
Cooper-Hewitt National Design Museum
Columbia University School for International and Public Affairs
EMC Corporation
GOOD Magazine
Plantronics
Scholastic
TED Conferences

AWARDS

Webby Awards
OMMA Award
w3 Awards
How Interactive Award
Communication Arts Interactive Annual
Web Visionary Awards

AFFILIATIONS

AIGA, IxDA, Service Design Network

OVERVIEW

- A curious and conceptual mind, with a human-centered approach.
- Experience leading multidisciplinary project teams and managing projects from strategy to spec.
- Excellent written and communication skills.
- Proficient in a variety of ethnographic research methods and analysis tools, including field observation, contextual inquiry, interviews, experience mapping, diagrams, and prototype testing.
- Fluent in graphics, word processing, wireframing and presentation programs.

EXPERIENCE

Interaction Design and Strategy Consultant

NYTimes.com, GOOD Magazine, FrankFirst, TED. New York, NY
Mar 2008 – present

Senior User Experience Designer

Method. New York, NY.

Sep 2005 – Feb 2008

Led user experience discipline in New York office in its first fully operating year. Represented UX practice in business development through proposal writing, meetings with prospective clients, and at conferences and local industry events. Promoted UX standards and practices for NY team. Created process/staffing plans for project proposals. Led UX work on projects by directing additional members of UX project team, defining conceptual strategies, communicating and evangelizing strategy to client and project teams, and ensuring quality and adherence to project objectives.

Information Designer

Agnew Moyer Smith. Pittsburgh, Pa.

Summer 2004

Freelance Information Architect

Ultra16 and Ruder Finn Interactive. New York, NY.

Jul 2001 – Aug 2003

Managed large online initiatives. Defined information structure for websites, intranets, and online tools. Distilled user needs and business goals into site strategies. Fostered collaboration and tight communication with clients and internal team to ensure alignment on goals, strategies and expectations. Presented project deliverables to clients.

Lead User Interface Architect

Concrete Media. New York, NY.

Aug 2000 – May 2001

Developed user profiles, site strategy, page structure and navigational models. Produced site maps, wireframes, clickable prototypes, and task flows. Documented user experiences and validated results through formal and informal usability testing. Wrote detailed user interface specifications.

Information Architect/ Senior Producer

Indulge.com. New York, NY.

Feb 1999 – Aug 2000

Established information architecture discipline. Contributed to business strategies and site direction. Managed development of site and new features through major phases of creative and technical development. Led editors, designers and developers in execution of projects. Specified functionality and requirements for all pages of site. Created design and development process guidelines and company-wide user experience standards.

Marketing Associate/ Producer

Mybasics.com. New York, NY.

Nov 1998 – Jun 2000

Joined as first employee of the e-commerce startup. Created and executed marketing opportunities. Coordinated with outsourced design and technology firms. Initiated quality assurance effort. Ensured consistency of brand for all designed materials. Managed production artists and copywriters.