

# SUSANAB

Susana Bruhn  
[Fluid-UI.com](http://Fluid-UI.com)

## CAPTION

Results-driven UI/UX designer of web, mobile and software.  
Leveraging 10+ years of cross-disciplinary skills and creative solutions.

## EDUCATION

Master of Science *University Administration* Iowa State University  
*Thesis in Total Quality Management*

Bachelor of Fine Arts *Art & Design* Iowa State University

## Technical Skills

XHTML/HTML, CSS, BEA CMS, Vignette, WordPress, Mobify, Benchmark  
Balsamiq, Dreamweaver, PhotoShop, Illustrator, InDesign, Acrobat  
PowerPoint, Word, Excel, Outlook | Mac OS and Windows.  
Experience with Flash, ActionScript, Java Script, ASP, PHP, CGI, and Perl.

## CLIENTS

Sprint, Hallmark, IBM, Cerner, VML, Bernstein Rein Advertising,  
Embarq, DSI, Emfluence, Netchemia, MailPrint, Touchnet, ODT, Ticket Solutions  
Net 2 Business, Corporate Events, Kauffman Foundation

## EXPERIENCE

### Timeline

- » **Chief UI Consultant** FluidUI 2008-present  
*Onsite: Sprint, DSI, Touchnet, ODT, Ticket Solutions, Embarq*
- » **Adjunct Professor, Interactive Design** Art Institutes 2010-2011
- » **UI Designer** SusanaB.net 2000-2008  
*Onsite: Hallmark, IBM, VML, Ticket Solutions, TouchNet*
- » **Creative Coordinator & UI Designer** EMBARQ/Sprint 2006-2008
- » **Creative Administrator & Web Designer** General Electric 1998-2000
- » **Program Director** Kansas City Art Institute 1996-1998

### Innovations

- » Initiated designs for Sprint's mobile ecommerce and online buyback
- » Initial design of DSI's mobile apps HTML5 look-n-feel
- » Reduced info arch (IA) for Cerner's Home Care Software by 15%
- » Refined emfluence's user on-boarding and annual usability plans
- » Performed task analysis & heuristic evaluations on industry specific apps
- » Developed user personas, competitive reviews and site architecture (IA)
- » Conducted user interviews, stakeholder interviews, card sorts & user testing

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- » Created concepts, prototypes and wireframes for web and mobile
- » Recipient of Kansas City design, artistic and smart phone app awards
- » Bonuses received for completing projects outside of their original scope
- » Took a lead in redesigning an intranet for a fortune 500 company
- » Constructed complex event-driven user interface designs (UID)
- » Analyzed new industries to create ideal user experiences (UX)
- » Gear web designs and content for search engine optimization (SEO)
- » Produced value-added revenue-generating sales material
- » Developed logos, collateral and winning proposals
- » Introduced user centered design (UCD) that generated customer loyalty
- » Designed consumer and B2B solutions that fit their industries' markets
- » Conceptualized designs for longevity & usability in trend driven industries
- » Collaborated on web-base training tools, ecommerce and software ventures

### **Management**

- » Recruited & directed consultants for clients' complex interactive ventures
- » Collaborated with cross-continent teams on project deliverables
- » Implemented custom templates for maximum profitability
- » Successfully negotiated a 30% savings on a budget line item
- » Concurrently executed daily operations of two college offices
- » Directed college departments, including supervising staffs of 10+
- » Increased participation of a national event by 20%, totaling 1000+
- » Initiated a student directed disciplinary program
- » Revamped and improved evaluation and interviewing processes

### **Presentations**

- » Coordinated and facilitated orientations, training and retreats
- » Taught UX and usability courses to college design students
- » Presented interactive programs to groups of 6-300 participants
- » Conducted planning team meetings for a national career day
- » Developed PowerPoint presentations shared with GE's 22 businesses
- » Point person for delivering graphics in national webcasts
- » Curator and promoter of an Extreme Home Makeover Art Show
- » Soft and technical skills trainer

### **ENDEAVORS**

- » Founder of LinkedIn KC UX
- » Kansas City Freelance Exchange board member
- » Kansas City Ad Club committee member
- » Coauthored magazine and newspaper articles
- » Exhibited pieces in fine art shows
- » Kemper Art Museum tour guide
- » Work Exchange Program - London, England