

# ANITA M. WILHELM

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## EDUCATION

**University of California**  
Masters of Information Management Systems  
User Interface Design/ HCI Focus

**Berkeley, CA**  
Aug., 2002 – May, 2004

**DePaul University**  
School of Computer Science, Telecommunications, and Information Systems  
Computer Science and Digital Design courses

**Chicago, IL**  
Sept., 2001 - June, 2002

**University of Michigan**  
Bachelor of Science in Bio-Psychology confirmed

**Ann Arbor, MI**  
Sept., 1994 - May, 1998

## LANGUAGES / SOFTWARE

**Prototyping and Graphics:** Adobe Photoshop, ImageReady, Illustrator, FlashMX 2004, Visio *Working knowledge:* Maya  
**Languages:** Java, XML, XSLT, JSP, JavaScript, DHTML, CSS *Working knowledge:* PHP, ASP, SPSS, UNIX  
**Development and Editors:** DreamweaverMX, Forte, Eclipse, Emacs

## EXPERIENCE

### Garage Cinema Research

*UI Designer Team Lead*

**May, 2003 - May, 2004**

Berkeley, CA

- Lead UI Designer on mobile application to assign image metadata at point-of-capture, using Nokia 3650 camera-phones.
- Created information architecture flow diagrams and screen layouts, involved in system architecture discussions.
- Mocked up screen designs using XHTML.
- Conducted usability testing and user interviews on working prototype.
- Involved in social science research group to determine how camera phone technology is changing user's photo behavior.
- Performed focus groups, interviews, and observation studies to determine further user motivation and current usage habits for photos and annotations.
- Lead UI Designer for Wishter project - a mobile wish list.
- Lead team in creating information architecture flow, screen designs, and UI specifications.

### Electronic Arts

*Web Developer Intern*

**June, 2003 - Aug., 2003**

Redwood Shores, CA

- Developed external company sites for EA Sports™ using XML, JSP, and DHTML.
- Sites worked on include: ea.com, easports.com, and easportsbig.com.
- Worked with senior designer on console games online registration redesign project.
- Created new information architecture flow and screen designs for EA Sports™ console games interface.
- Updated art assets when necessary using Photoshop.

### The Incrementum Group

*Lead Information Designer*

**April, 2002 – May, 2003**

Chicago, IL

- Lead interface designer on all client and portal initiatives.
- Constructed information architecture for portal and client sites.
- Designed visual feel and layout for sites using Photoshop and Illustrator.
- Develop sites using DHTML, JavaScript, CSS, HomeSite, ImageReady, and DreamweaverMX.
- Aided in company database structure formation and internal tool building using Java and JSP.
- Created and set protocols for company-wide design and development production standards.
- Created and led all client and internal brainstorming sessions for design conceptualizing processes.
- Involved in initial business plan considerations, strategy formation, and departmental role creation.
- Main client contact for all production initiatives.

### Freelance Work

*Web Designer*

**March, 2002 - Present**

- Designed visual look and feel for client sites using Photoshop and Illustrator.
- Designed client logos (University of California, BioText Group).
- Develop sites using DHTML, JavaScript, CSS, HomeSite, ImageReady, and DreamweaverMX.
- Created information architecture for client sites (Jilly's Cafe, assisted with Cacciatore Harper).
- Consulted on development purpose, scope, and business advantage of company site building.
- Consulted on maintenance and up-keep procedures for client sites.
- Clients:

Jilly's Cafe - Evanston, IL  
Cacciatore Harper Residential Properties - Chicago, IL  
University of California, BioText Group - Berkeley, CA

### Hoyt Publishing

*Webmaster*

**Feb., 2001 – March, 2002**

Skokie, IL

- Performed system analysis and worked with contractors to design internal web-based database system extension solution, integrating legacy FileMaker Pro system, using XML for data sharing and ASP for retrieval.
- Performed user needs analysis for new system implementation and presented findings to department heads.
- Designed information architecture for new system based on user needs analysis.
- Created on-line client survey sites, reporting real time results using ASP, HTML, and CSS.
- Designed visual layout and information architecture for survey sites.
- Developed sites for special event activities, using HTML, DHTML, CSS, and modifying ASP pages.
- Performed sites administrative procedures, maintaining both content and design for company sites.
- Project manager for web-based client initiatives.

**Starcom Worldwide (Leo Burnett Co.)**

**Jan., 2000 – Dec., 2000**

*Strategic Media Associate*

Chicago, IL

- Created strategic plans for LEGO and Launch.com 2000 ad campaigns.
- Researched demographic and market domains to aide strategic plans.
- U.S. Administrator of LEGO Greater Americas Mission Control project - secure site to facilitate communication between Leo Burnett Co. and LEGO Systems Inc.
- Managed and maintained content and security of Mission Control site.
- Aided site building, interface design, and legacy system recoding to web-based.
- Primary liaison between Information Management Group and Strategic Planners.
- Lead creative brainstorming session to spark new campaign for roll out of new LEGO product.
- Responsibilities also included: client presentations, writing creative brainstorming briefs and POVs, conducting vendor meetings, and maintaining strategic flowcharts

## **PUBLICATIONS**

Anita Wilhelm, Yuri Takhteyev, Risto Sarvas, Nancy Van House, and Marc Davis. **Photo Annotation on a Camera Phone.**  
*Proc. CHI2004.* Vienna, Austria. April 24-29

Risto Sarvas, Erick Herrarte, Anita Wilhelm, and Marc Davis. **Metadata Creation System for Mobile Images.**  
*Proc. MobiSys 2004.* Boston, Mass. June 6-9, 2004.

## **ACTIVITIES/ AWARDS**

**Superior Academic Achievement Fellowship** - 2002-2003 Recipient. University of California, School of Information Management Systems.

**Northstar Award** – Global Finalist. 2000 LEGO Soccer Interactive Media Plan.

**College of Creative Studies** - Completion awarded. Graphic design course with Adobe Photoshop. Detroit MI.

**University of Michigan Art School** – Completed photography classes. Ann Arbor, MI.

**University of London** - Neuroscience curriculum with individual research emphasis. London, England