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## Professional Experiences

### Consultant; Visual Design & User Experience

March 2007 - Present

eNet Insurance - Create and lead user experience develop in SCRUM process.

Avenue A | Razorfish - Created and led development process of AA|RF's IA effort to build and deploy 90+ modules across 32 team sites. Worked with NFL to; research, plan, gather requirements, architect, and design team sites.

Listsprinter - Conducted user research, contextual inquiry, and user testing for beta site. Delivered recommendations on how users share and create lists.

FOX - Re-conceptualized *FOX.com*'s complex site. Simplified and reorganized their underlining site structures and user experience strategies.

Mobients - Redesign mobile banking solution for *Firethorn* and *AT&T Wireless*. Integrated credit card experience into existing mobile solution.

University of California, Irvine - Work with a professor and PhD candidates to craft research strategy for *World of Warcraft* gamers in China's Internet cafés. Conducted ethnographic style research across China to create holistic understanding of gamers, their environment, and play patterns. *Intel* utilize findings to create 3D environment for work productivity.

Roundarch - Created an interaction metaphor strategy at *Citigroup*'s global asset trading platform. Developed a visually rich home-page/dashboard upon login, to give users a snapshot of their portfolio across multiple asset class.

### Revolution Health Group; Senior Information Architect

July 2006 - March 2007

Co-manage a creative team to craft an experience for users to understand, purchase, and manage personal health insurance. Implemented an iterative agile test/design process to update designs based on user feedback in real-time. Transform complex insurance data into meaningful informational graphics. Communicated design strategies to founding members, CEO and board members.

### SIEMENS Research; Interface/Visual Design Researcher

January 2002 - July 2006

SCR Imaging Group - Manage interaction and design strategy for visual prototype application. Designed a holistically application platform for software developer to create applications from prototype, architect, to documentation. *Patent pending: Link Objects in 3D Visual Programming Environment.*

SIEMENS Medical System Updated applications to new web strategy. Created iconography, interaction methaphor, and streamline functionality.

Bosch Home - Crafting on-boarding interaction experience for hardware setup.

SIEMENS Communication Network - Conceived and conceptualized multiple applications into a remote wellness monitoring system to; monitor, communicate, asset, and connect patients, doctors, and insurance carriers. *Patient: Remote Wellness Monitoring and Communication. ID: 20060008058.*

SIEMENS Health Systems - Visualized holistic system for doctors, EMS, and state officials to communicate & monitor pandemic disease during crisis.

SIEMENS Building Technology - Standardized and integrate multiple style guides into one cohesive document.

### Scient Corporation; Associate User Interface Engineer

July 2000 - December 2000

MLB.com - Organized and designed interaction for *Baseball Basics*, *Ticketing*, and *Schedule*. Apply *Tufte* principles to create playful visual interactions.

Internal Wireless Initiative - Coordinate NYC's wireless effort to create visionary prototypes to pitch clients. Build prototypes for clients such as; *Morgan Stanley*, *Lehman Brothers*, and *Washington Post*.

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## Jui Lin Dai

jui@juidai.com

646/436 7488

www.juilindai.com

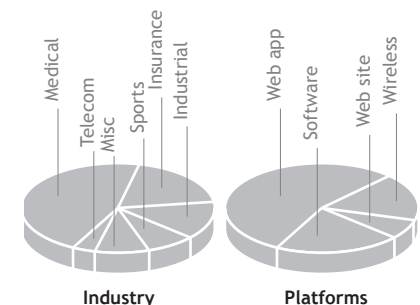
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## Artifacts

- 1 Ethnographic study
- 2 Comparative analysis
- 3 User surveys
- 4 Usability reports
- 8 Clickable prototypes
- 17 Ad hoc user interviews
- 19 Card sorting
- 28 Concept diagrams
- 42 Flow charts
- 36 Site maps
- 40 Personas
- 374 Final graphic screen design
- 412 Icons
- 2046 Wireframes
- 3825 Design sketches

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## Industry Experience



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## Patents and Publication

Dai, Jui-Lin; Feil, Magnus; Quintaniha, Melissa (2005). *Data Visualization for Building Management Systems. Information Visualization 2005.*

Dai, J; Mamykina, O; Masticola, S. (2005). *Remote Wellness Monitoring and Communication.* Siemens AG, Patent 20060008058.

Dai, J; Martlage, A (2006). *Link Objects in 3D Visual Programming Environment.* Siemens AG, Invention Disclosure.

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## Tools

Photoshop, Illustrator, InDesign, Visio, OmniGraffle, Final Cut Pro, Dreamweaver, Flash, QuarkXpress, AfterEffects, Shake, HTML, CSS.

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## Education

Carnegie Mellon University, 2000  
Industrial Design, BFA

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