

LORI MOGOL

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SUMMARY

- User interface design and Information architecture of web and desktop applications
- Design and development of corporate, intranet, business, consumer, and non-profit web sites
- Coordination of multiple projects and schedules
- Effective communication skills with users, clients, and multidisciplinary teams

EXPERIENCE

Fidelity Investments, Securities Finance

User Experience Designer / Information Architect (2/12-12/12), Jersey City, NJ

Translated needs of business into effective user experience design for securities lending applications:

- Collaborated with technology and business teams to identify and refine requirements
- Interviewed users to assess needs
- Created wireframes, mockups, and interaction specifications
- Designed user interface for internal and external applications
- Ensured usability during technical implementation

J.P. Morgan, Private Banking

User Interface Designer (3/10 – 12/11), New York, NY

Developed user experience for multiple applications across large private banking portal:

- Designed user interface for new and existing applications
 - Created mockups, wireframes, and prototypes
 - Produced design presentations
 - Determined screen flow, navigation, and labeling
 - Designed screen interactions and behaviors
- Collaborated with stakeholders to define requirements
- Identified user workflows and interactions
- Established and documented UI standards and styles
- Wrote user help documentation
- Designed user experience for migration from web application to desktop application

Ivy Asset Management LLC, The Bank of New York Mellon

User Interface Designer / Information Architect (1/06 – 12/09), Jericho, NY

Designed and implemented user interface strategy for hedge fund management system:

- Created user interface including screens, interaction elements, and visual assets
 - Developed design mockups in Visio and Photoshop
 - Provided developers with HTML and CSS
- Established navigation, labeling, language and style conventions
- Participated in business requirements definition process
 - Translated requirements into user interface
 - Collaborated with business analysts, stakeholders, and developers to integrate requirements with usability and technical needs
 - Reviewed business requirement and functional specification documents
- Designed print reports
- Wrote style guides, screen content, and system user messages
- Edited help documentation
- Assisted QA team with front-end testing

Bank of America, Interaction Engineering
Information Architect (4/05 – 12/05), New York, NY

- Worked with users to integrate usability with application development
- Reviewed and interpreted business and functional requirements
- Created wireframes, site maps, and interaction specifications
- Developed approaches to content structuring and categorization

Ivy Asset Management Corp, subsidiary of The Bank of New York
User Interface Designer (2/04 – 3/05) – [See above]

Deutsche Bank / Bankers Trust

Site Designer / Content Architect (5/03 – 7/03, 4/99 – 5/02), New York, NY

- Designed web sites to incorporate branding goals and meet corporate guidelines
- Created graphics in Photoshop and optimized images; HTML/CSS coding
- Information architecture
 - Interviewed clients and stakeholders to identify site goals and user needs
 - Created sitemaps, wireframes, and mockups using Visio, Photoshop, HTML
 - Worked with technical teams to detail UI and functional specifications

Ceteris Inc.

Web Design Consultant (99–present), New York, NY -- <http://ceterisinc.com>

- Develop site architecture, navigation, and flow
- Content development and editing for effective web presentation
- Web design and production

TECHNOLOGIES

Graphics: Visio, Photoshop, Illustrator, Fireworks, PowerPoint, Acrobat

Coding: HTML, CSS. Basic knowledge of JavaScript, exposure to XML, WPF

Development Tools: Dreamweaver, iRise, basic knowledge of MS Expression Blend

Productivity: Word, Excel, Access

Other: Sharepoint, Surround, TestTrack

Other Experience

The Lancet, div. Reed-Elsevier, Marketing Director, New York, NY

Scientific American Medicine, Marketing Director, New York, NY

Scientific American Magazine, Editorial Production Assistant, New York, NY

- Publishing: Design, layout, and production of print publications. Proofreading, editing, and writing.
- Marketing: Designed promotion campaigns. Supervised direct mail and print advertising. Identified market research needs and implemented qualitative and quantitative methods.
- Business Management: Developed marketing budgets. Led implementation of subscription fulfillment system. Designed management reports.

Education

School of Visual Arts, Graphic Design courses. Brooklyn College, English. New York University, Direct Marketing Program.

Pro Bono

Independence Plaza Tenants Association, <http://ipnta.org> - Web site and communication design

Mitchell-Lama Residents Coalition, <http://mitchell-lama.org> - Design and maintain web site

Professional Memberships

NYC User Experience Professionals Association, Interaction Design Association, The Information Architecture Institute, New York Technology Council