

Mary Ann Koruth,  
Tel: (812) 325-3393 (cell)  
Location: NJ, USA (commutable to NYC)  
Email: maryann.koruth@gmail.com

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## WEBSITE and USER INTERFACE DESIGNER/ ONLINE CONTENT SPECIALIST

### Experience Summary:

Talented, driven **user-focused writer and web designer** with 5+ years experience in Web & Multimedia design and development, responsible for entire process of website creation (concept, site architecture, branding, execution). Committed to creating engaging and aesthetic websites that engage audiences by effective leverage of content and eye-catching, usable layout. Excellent communicator and **writer with content creation and journalism experience** in print media, radio and TV.

### Objectives:

- To develop and manage websites and digital experiences that provide customer satisfaction through seamless, easily learned interactions.
- To work with clients, recognize their needs and employ interactive design principles to build solid web/digital interfaces.

### Design portfolio:

- <http://www.shaleenakoruth.com/sgc/htmlfiles/overview.htm> :The Fileshare site, created for SGC Technologies Inc entirely in XHTML and CSS.
- <http://www.shaleenakoruth.com/flash/introdaisy.html> : a Flash game, 'Tweak the Pome' that plays with re-arranging a beat poem.
- [http://www.shaleenakoruth.com/qdrt\\_ad2.html](http://www.shaleenakoruth.com/qdrt_ad2.html) : flash ad banner sample
- <http://www.shaleenakoruth.com/exhibit/entry.html> : companion website to an exhibit of Chinese Cultural Revolution posters at Indiana University.
- <http://www.shaleenakoruth.com/flash/girl.html> : FLASH DESIGN DEMO (please note: links are not current or active due to site redesign)
- [http://www.shaleenakoruth.com/flash/pharmaFlashdemo\\_slide1.html](http://www.shaleenakoruth.com/flash/pharmaFlashdemo_slide1.html) : **Flash training module for a Pharma client.**
- Logo design:
  - <http://www.shaleenakoruth.com/savant/savOptions.htm>
  - <http://www.shaleenakoruth.com/savant/savOptions2.htm>
  - <http://www.shaleenakoruth.com/savant/savOptions3.htm>
- User Interface Designer on <http://www.Saegis.com> and graphic /Flash designer for various projects for Optionsix.com; web applications are company confidential content.
- Interface design: for a search engine that is dynamic (revealing results as they are found); visual/spatial and intelligent (results are revealed in order of importance). --  
<http://www.shaleenakoruth.com/html/interfaces/applet.html>,  
<http://www.shaleenakoruth.com/html/interfaces/search1.html>,  
<http://www.shaleenakoruth.com/html/interfaces/search2.html>
- ART samples: <http://www.shaleenakoruth.com/art3.html>,  
<http://www.shaleenakoruth.com/art2.html>,  
<http://www.shaleenakoruth.com/art1.html>

**Writing portfolio snapshot: (more available on request)**

- <http://www.hindu.com/cp/2008/12/05/stories/2008120550130400.htm> -- Barack Obama's election and the movie 'W'
- <http://www.hindu.com/mp/2009/04/02/stories/2009040250720400.htm> -- Interview w/ writer Daniyal Mueenuddin
- <http://www.hindu.com/mag/2006/07/09/stories/2006070900140200.htm> -- Profile of artist George Oommen
- [http://www.theatlantic.com/doc/by/mary\\_ann\\_koruth](http://www.theatlantic.com/doc/by/mary_ann_koruth) -- index of articles for The Atlantic Monthly

**Professional Experience:**

**Interactive and web, graphics design**

**Option Six Inc., 320 W 8th St # 220, Bloomington, IN 47404-3700      Mar'09-June '10**

**Web and Graphics designer**

- Designed and edited Photoshop graphics and Flash content for various educational and training media
- Tailored e-learning modules in Flash according to instructional design and editorial specifications
- Built interactive Flash content that emphasized layout and editorial judgment in placement and presentation of content.

**SGC Technologies, 501 N Morton Street, Suite 106T, Bloomington, IN**

**Sep 06**

**Web and Graphics designer (contract)**

- conceptualised, designed and implemented entire website in W3 standards compliant XHTML and CSS and Javascript.
- Built entire website (graphics, branding bylines, site architecture and coding) based on client needs and specifications.
- <http://www.shaleenakoruth.com/sgc/htmlfiles/overview.htm>

**Thomson & Thomson, North Quincy, MA.**

**Nov 00-Nov 03**

**Senior Interactive Designer**

- Designed user interfaces and workflow for web based e-commerce products and search tools, based on client needs.
- Iterative design that was presented to clients, then reworked to minimize clicks needed to get to content.
- Conducted usability tests when required using paper and electronic prototypes, aimed to create optimal workflow scenarios based on client needs, usability standards and technical feasibility.
- Made presentations to internal clients regularly
- Ongoing support in terms of Graphic and Web design/development

**Office of Communications & Marketing, Bloomington IN**

**Sep 99-Aug 00**

- Web and Graphic designer - Indiana University Web Team
- Redesign of Indiana University web sites; went through several iterations.

**East Asian Studies Center, Indiana University, Bloomington IN**

**Aug 99-Sep 99**

- Web and Graphic designer
- Worked under a tight deadline (one month) to conceptualize & design interface, graphics and code website for 'Picturing Power', an exhibit of Posters from the Chinese Cultural Revolution. Links below are to articles about the exhibit.
- <http://www.shaleenakoruth.com/exhibit/entry.html>

## Art

- Digital poetry : An exploration of the rendition of poetry through the digital medium.  
To view the online portion, go to <http://www.shaleenakoruth.com/html/multi/multi.html>

## Content creation / writing.

- **“The Atlantic Monthly” magazine, Boston, MA** **Jan 05-May 05**  
**Web Editorial Division**  
--Interviews, articles/retrospectives for [www.theatlantic.com](http://www.theatlantic.com)  
--Research, web site maintenance, communications.
- **Reviewed poetry for The Indiana Review, Raintaxi Review of Books**
- **“The Hindu” (secular, wide-circulation South Indian newspaper—an insitution in the Indian News Media), “Bloom” Magazine, “The Indian American” and other publications** Contributor/writer **Jan 06- till date**

## TV/Radio:

**Jun 95- Jun 97**

- **Times FM, Chennai, India** -- Programming Head
- **‘Amul India Show’, broadcast on NewsCorp’s Star TV network**-- TV correspondent
- **Bread ‘n’Butter Films ,United Television, Mumbai, India** -- Assistant Director

## Education

- MS (Master in New Media Design) - Indiana University, August 2000
- Post Graduate Diploma in Mass Communications - Sophia Polytechnic, Mumbai, India, June 1995
- Bachelor of Arts (Economics) - Stella Maris College, Chennai, India, 1994

## Technical Skills:

Graphic and Visual Design

Adobe Photoshop, Fireworks, Illustrator

Web & Multimedia design

Dreamweaver, HTML, CSS, Flash, Sound Edit 16, FTP, XHTML, Javascript

Writing

Interview/flashbacks, scripts, poetry, prose, reviews, MS Word