

JEANNE STORCK | UX Content Strategist

Portfolio: jeannestorck.com

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Senior UX Content Strategist, Consultant, Mar 2008 – present, San Francisco

Projects: Apple, Twitter, Honda, Hotwire, Visa, Adobe, Starbucks, Honda, Xbox, eBay, Verizon, Jawbone UP, Highland Capital Partners, LinkedIn, Polycom, Glad, Clorox, Kingsford, Golden Gate University, VeriSign, UCSF

Agencies: AKQA, Razorfish, West, Edelman, Tribal DDB, EVB, Boldium, Mortar, Sliced Bread

Skills: Content Strategy, Content Production and Delivery, Content Management Systems, Metadata and Taxonomies, Data Mining, AI Modeling, SEO, Content Marketing

Sr. Interaction Designer, Avenue A | Razorfish, Oct 2006 – Feb 2008, San Francisco

Worked on website redesigns for SCE, Classmates, Investors Business Daily, VISA, Toshiba, Nortel. Developed content strategies, discovery and competitive briefs. Conducted user and stakeholder interviews. Designed wireframes and user flows. Worked with business analysts to develop functional requirements.

Interaction Designer, Tech Soup, Mar 2006 – Sep 2006, San Francisco

Developed new information architecture for technology nonprofit whose mission is to provide other nonprofits access to discounted software and tech support content (blogs, articles, webinars and forums). Refined navigation and taxonomy. Designed wireframes that integrated e-commerce and editorial flows. User tested existing experience against new designs.

Interaction Designer, Young & Rubicam, Apr 2004 – Sep 2005, San Francisco

Worked on website redesigns for MSN TV, Invisalign and Foster Farms. Performed competitive analysis. Established user needs and behaviors. Created site maps and wireframes. Managed and wrote copy.

Information Architect, MTV Networks, Jan 2001 – Feb 2002, New York

Created wireframes and user flows. Created templates that pulled in content from the MTV channel database to automate production and make content more dynamic. Improved global navigation. Created interactive style guide for producers and designers. Wrote functional specs. Developed and tested usability scenarios.

Information Architect, Icon Medialab, Jul 2000 – Nov 2000, New York

Developed architecture for an online tool for Chubb Insurance that allowed agents to request quotes from multiple carriers. Built and coded an HTML prototype for testing.

Information Architect, BOL, Oct 1999 – Mar 2000, Paris

Acted as a consultant on the launch of Bertelsmann's online music store in France. Wrote competitive analysis. Suggested improvements to interface. Used traffic stats to target content areas for development.

Information Architect, Barnes & Noble, Apr 1998 – Sep 1999, New York

Worked on the creation of editorial and e-commerce architecture for Barnes & Noble's music store. Established global navigation and standard page templates. Tested new CMS tool with tech team.

Content Producer, CBS Interactive, Nov 1997 – Feb 1998, New York

Produced a suite of standard HTML templates for CBS affiliate station websites.

Content Producer, Goldman Sachs, Mar 1996 – Nov 1997, New York

Developed departmental websites for the investment banking division's intranet.

EDUCATION

University of California, Berkeley

B.A. in Comparative Literature

Radcliffe Publishing Procedures Course, Certificate