

# Chava Canolli

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## Objective

To build a foundation in mindshare in a consumer based environment

## Summary of Qualifications

With over 15 solid years of experience in user experience (UX) design, or as I like to call it, experience for the user, I have participated in an assortment of titles. In addition to UX design and research, I have also participated as an information architect and UX/UI Principal Consultant. Beyond visual designs, I have worked on plan-o-gram exercises (field exercises to improve sales), television ads, newspaper print material, posters and am a published author for HCI with my research being focused on cross-cultural design.

## Experience

### Independent UX/Design & Strategy Consultant, 2006-present

Provided business strategy and growth, business analysis, user research and testing services, UX and content strategy, wireframing exercises, visual design and technical leadership to companies such as:

## Clients

- ADP
- AM&A
- Avnet
- Capco
- CapGemini
- Citrix
- Comcast
- eDynamic
- Electronic Arts
- Fremont City
- GooBogo
- GoTo Media
- JWT
- K Street Partners
- Naviscent
- Organic
- Rearden Commerce
- SapientNitro
- Stonybrook Medical
- Strawberry Frog
- UIC

## Accounts

- AARP
- ADP Pay & Health
- American Express
- ANN INC.
- Armanino
- ASTD
- Autodesk
- Avnet
- Barclays
- Capco
- GoToMyPC
- Comcast
- Dentons
- Dubai City
- Electronic Arts
- Fannie Mae
- Fiserv
- Water Park FC
- GooBogo
- IEEE
- Lattice
- Liberty Mutual
- Motorola
- Oracle
- RC B2B Sales
- Stonybrook Medical
- The Hartford Group
- Toyota
- UIC Studies
- United Water
- USDA
- Verizon
- VISA

## Industries

- City Development
- Consulting
- E-Commerce
- Education
- Entertainment
- Fashion
- Financial/Banking
- Government
- Health/Medical
- Human Resources
- Law
- Mortgage
- Motor Vehicles
- Professional Org.
- Promotional
- Sales
- Tax/Accounting
- Technology
- Telecom.
- Utilities

## Parameters

I have worked within these parameters:

- 508 Compliance
- Agile Methods
- Banner Ads
- Desktop Apps
- Enterprise Sol.
- Mortgage Banking
- Mobile/Tablet
- Product Design
- Print Design
- Responsive Design
- SaaS
- SSO
- Start-Ups
- Web Design

## UX/UI Skills

I have used the following user experience concepts:

- A/B Testing
- Business Analysis
- Card Sorting
- Content Strategy
- Data Visualization
- Eye Tracking
- Funct. Mapping
- Heuristic Eval.
- Information Arch.
- Personalization
- Project Mgt.
- Prototyping
- Req. Gathering
- SEO Strategy
- Site Mapping
- Story Boarding
- Usability Analysis
- User Personas
- UX Testing
- Visual Design
- Visual Guidelines
- Wireframing
- White Boarding

## Software Skills

I have used the following software:

- ActionScript/Flex
- Axure
- Adobe AfterEffects
- Adobe Edge
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Balsamiq
- CSS3
- DC Studio
- HTML5
- iRise
- JavaScript
- LogicPro
- Maya
- Morae Software
- MySQL
- PHP
- Visio

## Publications

### Research Article

Aaron Marcus, Chava Alexander: User Validation of Cultural Dimensions of a Website Design. HCI (11) 2007: 160-167.

## Instructing

### **Teaching & Lectures**

- CareerFoundry Online Mentor, Blog Writer, Webinar Presenter  
*October 2015-present*
- Millersville University  
*Several occasions since May 2013*

## Education

### **Schooling**

- Academy of Art University, Master of Fine Arts (Computer Arts: New Media) May 2010
- Arizona State University, Bachelors of Science (Exercise Physiology) May 2003