

SHAUN WOLF WORTIS

GENERAL PROFILE

I have been a professional designer for over twenty years and a front-end developer for the past thirteen years. I am both designer and developer. My strengths include:

- **UI DESIGN.**
- **INFORMATION ARCHITECTURE.**
- **GRAPHIC DESIGN.**
- **USER-EXPERIENCE.**
- **FRONT-END DEVELOPMENT.**
- **MULTIMEDIA.**
- **MARKETING & BRANDING.**
- **ONLINE & PRINT.**

I am comfortable and experienced in all phases of a project: From ‘discovery phase’ to discerning how requirements translate into product; from creative designer and UI to UX, and project ownership. I know communications, visually, verbally, conceptually.

WORK HISTORY

Pegasystems – May, 2011

Principal Product Designer / Senior UI Designer

Pegasystems leads the “Business Process Management” software space worldwide, with clients such as JPMorganChase, Deutsche Bank, Kraft Foods, TD Bank, FDIC and many others. The software is extremely powerful but extremely complex, and has not been given a great deal of focus on design and human interaction. Since arriving in May of 2011 I’ve been involved—under the Director and VP of Product Management—in an evolving complete re-design of the product, providing expertise on user-interface and user-experience, architecture, structural design, best-practices guardrails, marketing, and new product initiatives.

Harvard University, IQSS – July 2007 to May 2011

Senior UI Designer / Front End Developer

Contributor of digital, print and branding assets for the Institute. Significant contribution to the Institute’s **OpenScholar** project, software which can serve as a university-wide web site building tool and widely acclaimed as a major advance in its space, and specifically for its UI components. Provided usability and functional components of the software and essentially all visual elements, including dozens of highly-flexible web site designs. Contributed to branding in the Institute’s outreach program, which hopefully contributed to IQSS’ current prestige as a major center at Harvard University.

Independent Consultant, Designer & Web Developer – September 1987 to 2011

(as ‘**Wolf Motor Co. LLC**’ – from 2000)

Using Wolf Motor Co. as a brand I was able to work on web and design solutions, gaining the trust of a large client list. I was responsible for every aspect of the process from creative, technical, management, client contact, presentations and proposal writing. I also managed a crew of sub-contracting programmers when needed.

Professional Musician – September 1987 to present

Organizes large-scale music events. Regularly manages twenty + musicians & performers per performance. Spent ten years in a bus touring.

Harvard University, Museum of Comparative Zoology – 2000 to 2007

Designer / Developer

Designed first ‘web standards’ site at Harvard (still up at the time of this writing). Contributed brochures, signage, etc.

Contact info

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Online Portfolio

www.wolfmotor.com

Partial list of clients:
Harvard Law School,
Fairhaven Capital
(venture capital),
Cecropia (video game
company), Localytics
(web analytics), VoiceRite,
Brookwood School,
Sea Rocket Restaurant,
Boston University,
Coastal Partners (real
estate development),
Telos Furniture, Nanigans
(software), Campbell
American (musical
instruments), The
Klezmer Conservatory
Band, Everypoint (mobile
apps), The Asia Center,
Classicmixology.com,
Shared Brain (mobile
apps) World’s Fair Music
Management, Hi-N-Dry
Records, Janet Wu (news
reporter), The DuBois
Institute, Center for
Middle Eastern Studies,
and many more.

EDUCATION

- Tufts University, Medford MA - BA (History)
- George School, Newtown PA (high school degree)
- Workshops with Edward Tufte, and read his work with great interest (ongoing)

Studying history provided me with some great tools for a design career: the ability to research and find needed components, and the ability to digest alternate viewpoints. *I also gained an appreciation that every project must ultimately tell a story to the viewer.*

GENERAL SKILLS

Design, Product design, Wireframing, mockups, architecture, workflows, navigational flows, UI, UX, IA, Writing, Photography, Video production, Music composition and editing, Presentations, Public speaking, Performance.

HTML(5) / CSS(3), JavaScript, PHP, MySQL

TECHNOLOGY/SOFTWARE

Adobe Photoshop

I have been using Photoshop extensively since 1995.

Adobe Illustrator

Equally comfortable with vectors as I am pixels.

Adobe InDesign

Preferred app for print layout and publishing.

Drupal

Early adapter of Drupal; expertise as “themer”/front-end developer, although I also write modules, etc.

JavaScript

Prefer the omnipresent jQuery library but all is good.

Final Cut

While not an expert I’m at ease with the application.

Adobe Flash

Not much call these days for Flash but I maintain decent Flash chops.

ScreenFlow

Have made great screencasts with ScreenFlow.

Audio: Logic & Pro Tools

Comfortable with both.

Constant Contact, Campaign Manager, Mail Chimp

Hundreds of direct email campaigns designed.

Keynote/PowerPoint/Presentations.

Years of experience in performing, teaching, and presenting have me quite comfortable in front of a crowd - the bigger the better.

Design and Work Philosophy

Be thorough, meticulous but fast.

Work well under pressure.

Simplicity; white space; flow of shape; *a lot* of focus on typography. Humor. Simple sensibilities, reaches the viewer.

Other Interests

Music. History, architecture, photography, technology, philosophy, food, sports. (I organize a men’s football league in Cambridge which runs each fall/winter. Ask me if you’d like to play.)

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