

Aya Karpińska | Interaction Design

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## EXPERIENCE

### **technikai, New York, NY**

September 2009 – Current

Consultant

Services provided include interaction design, strategy, and writing for digital media. Key projects:

- **Johnson & Johnson:** Provided wireframes to guide the development of a tool for global resource management; involving complex business requirements and extensive user research.
- **The Lego Group:** Created concepts for a digital storytelling application and worked on the redesign of Lego Digital Designer, a 3D modeling and virtual robotics software.
- **MarthaStewart Living Omnimedia:** Redesigned search interface and category landing pages for MarthaStewart.com; designed, conducted and analyzed in-home user interviews for the Everyday Food brand.
- **Sesame Workshop:** Designed and directed user experience for all digital media projects, from sesamestreet.org to games and iPhone apps, ebook interfaces to research projects, across all brands, audiences, and platforms.

### **IconNicholson, New York, NY**

September 2008 – August 2009

Associate Creative Director

Lead user experience team in development of creative vision for redesign of major museum website. Project included research, concepting, and collaborating with client to articulate their strategy for a digital media platform that would redefine the 21<sup>st</sup> century museum experience.

### **R/GA, New York, NY**

September 2003 – August 2007

Trend Researcher, December 2006 – August 2007

Discovered, analyzed, and evaluated trends in Americans' use of technology. Designed structure and content guidelines for an internal blog at Nokia devoted to tracking these developments.

Senior Interaction Designer, September 2003 – September 2006

Lead interaction designer for Nike and Target digital advertising accounts. Responsibilities included design of content, structure, and functionality of interactive Web and mobile experiences. Contributed creative concepts and strategy for Nokia, Intel, McDonald's Levi's, Verizon.

## SELECT HONORS

Brown University Electronic Writing Fellowship 2006-2008

To support research and creative work in writing for digital media

Cannes Lions 2006

*Nike iD in Times Square* Bronze, Ambient: Stunts and Live Advertising

*Target Design for All* Bronze, E-Commerce

New York Festivals Interactive Awards 2005

*Nikewomen.com* Gold World Medal in E-Commerce

## EDUCATION

Master of Fine Arts, 2008, Literary Arts Program, Brown University

Master of Professional Studies, 2003, Interactive Telecommunications Program, New York University

Bachelor of Science, 2001, Cognitive Science and Digital Art, State University of New York at Buffalo