

## Karen McArthur

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## Summary

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Rich Internet Application developer with a sensitivity to interactive design, creating positive customer experiences by reinventing the delivery of information using new media technologies.

Successfully coordinated and contributed to the design and development of:

- engaging e-commerce brand shops
- web sites and tools for the sales force
- training materials for customer service representatives, sales force and employees
- product demonstrations for marketing

Highly motivated and proactive in realizing innovative solutions, and inspiring team members' exploration and utilization of technology for interactive solutions.

## Skills

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ActionScript 2.0 and 3.0, Object Oriented Programming, Design Patterns, XML, Web Services  
Adobe Suite CS4: Flash, Flex, Photoshop, Illustrator, Dreamweaver, Fireworks, InDesign  
HTML, XHTML, CSS, JavaScript

## Experience

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### **GSI Interactive, King of Prussia, PA**

#### **Sr. Interactive Developer, October 2007–Present**

- Consulted and collaborated with Art Directors and Creative Directors on interactive solutions for multiple brand concept shops (Russell, MaxFli, Nike ACG, Bowflex, Schwinn) on major e-commerce web sites (Dick's Sporting Goods, GNC, Rockport, Burberry, Calvin Klein Underwear, The Sports Authority).
- Challenged design compositions by identifying areas for improvement in the user experience.
- Utilized paired-programming techniques to collaborate with Flex developers in devising interactive solutions for projects incorporating Flash and Flex technologies.
- Created reusable components with customizable features utilizing OOP, ActionScript 3.0 and CSS in Flex for use throughout an interactive product finder and future projects.
- Received an Award of Acknowledgement for my collaborative efforts in the Bath & Body Works Fragrance Finder flex application, integrating animations created in Flash, the first of its kind in the company. This interactive application provides users an alternative approach to filter products. Instead of using traditional methods (menu selection or check boxes) to filter products, we provided a drag and drop interface in a more playful setting.
- Converted an in-store print health guide into an interactive Flash presentation utilizing deep linking for GNC receiving rave reviews from the CEO. It launched with a e-mail campaign generating \$16,000 in product sales.

- Documented interactive solutions conveying concepts to the client during the early discovery phase.
- Wrote documents on application features and functionality for client services and designers in the facilitation of future updates.

**Wyeth Pharmaceuticals, Collegeville, PA**  
**Interactive Developer, July 2006–October 2007**

- Coordinated five designers in the design and development of interactive training for clinical trials.
- Consulted with subject matter experts, an orthopedic surgeon and the director of medical research, ensuring content accuracy for a CBT on a drug administration process followed by doctors.
- Wrote proposals covering project specifications, schedule and cost estimates.
- Designed and developed Flash based computer-based training following SCORM compliance.

**Unisys Corporation, Malvern, PA**  
**Interactive Designer, July 2000–April 2006**

- Demonstrated multimedia as an effective tool for information delivery resulting in the department to expand from print as their sole delivery method.
- Proactively led the first multimedia production from concept development, interactive design, script writing, story boarding, sound recording, video shoots, editing, testing and final delivery.
- Redesigned and implemented a new standard for delivering hardware removal and replacement procedures utilizing narrated video, line illustrations and written procedures in an interactive interface using Flash, ActionScript and XML.
- Directed the workflow between writers, editors, designers, developers and videographers in the development of multimedia, sales tools and marketing materials.
- Participated in audience analysis, usability studies and heuristic evaluations to identify and eliminate weaknesses in interface design.
- Successfully designed and completed a new interactive approach to system site configuration, on time with a 50% reduction of staff, during the second half of product development.
- Delegated interface design and development for a marketing multimedia piece to a contractor ensuring 100% brand adherence.
- Reduced development time by 50% for a marketing piece by reutilizing conceptual animations originally created for a training CD.
- Assisted management in identifying milestones and delegating tasks, tracking team progress, and informing clients of project status.
- Led a multimedia team spanning across 3 states to encourage knowledge sharing and new media explorations in 3D animation, scalable vector graphics and alternative technical illustration tools.
- Determined the technical approach using Flash, ActionScript, XML, HTML and JavaScript in sales web sites and a sales ordering tool.

## Education

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**M.S. Information Science**, 3.98 GPA – Graduated 2008

Penn State University, Malvern, PA  
Emphasis in Technical Leadership

**Graphic Design**, 3.8 GPA – Attended degree program in August 1995–May 1997

Moore College of Art & Design, Philadelphia, PA

**B.S. Biology, Minor in Psychology**, 3.4 GPA – August 1990–May 1994

Lock Haven University, Lock Haven, PA  
Awarded Certificate of Excellence in Biology for the 1993–94 Academic Year  
from the Commonwealth of Pennsylvania University Biologists

**Other Relevant professional training includes:**

- Systematic Instructional Design, 2003, Penn State University
- Macromedia Flash MX Developer Certified Professional, 2003
- Multimedia Design & Development, 2001 (Online Distance Education)  
University of Southern Queensland, Queensland, Australia
- Developing Standards for Online and Web-based Communication, 2000
- Seminars in Usable Design with JoAnn Hackos

## Awards

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Received an Achievement Award for Excellence from Unisys in 2001 for my role as project leader organizing the creation and development of Product Information's first multimedia training CD.

Received 2 Excellence Awards from the Society for Technical Communication in the online demonstrations competition.