

# CATALIN LAZIA

INTERACTION DESIGN | EXPERIENCE DESIGN | INFORMATION ARCHITECTURE

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## WORK EXPERIENCE

**Lead Interaction Designer: Digitas**  
July 2009 - Present (New York, NY)

- Various projects, clients include: IBM, TIAA-CREF, American Express, General Motors

**Senior Interaction Designer: R/GA**  
October 2007 - May 2009 (New York, NY)

- Verizon retail touchscreen interfaces
- Verizon.com and vzw.com marketing pages
- vzw.com purchase path improvements
- Various other retail initiatives

**Interaction Designer: R/GA**  
June 2006 - September 2006 (London, UK)

- Nokia N95 Online Global Campaign
- Nokia Nseries.com V3 redesign
- Nokia N95 UK Campaign
- Nokia N81 Campaign
- SC Johnson consumer goods websites

**Interaction Designer: R/GA**  
August 2005 - May 2006 (New York, NY)

- Johnson & Johnson baby.com CMS
- Johnson & Johnson consumer goods websites
- Intel.com redesign

**Interaction Designer: Multimedia Development Fund**  
July 2004 - August 2004 (New York & Prague)

- Interface design for an open source radio automation software

**Interaction / Interface Design: Parsons Design Lab**  
January 2004 - January 2005 (New York, NY)

- Siemens Research interface design collaboration studio
- Vespa accessories collaboration studio

**Assistant Technology Specialist: Parsons School of Design**  
September 2003 - March 2005 (New York, NY)

- Mac / PC / Linux system administration
- Internal web development (drupal / php development)
- Exhibition design

**Web and Technology Consultant: Headvertising**  
September 2000 - May 2001 (Bucharest, Romania)

- Award winning integrated campaign (web / print / TV) for Xnet, a national ISP (now part of Vodaphone)

**Art Director: Tempo Advertising**  
September 1997 - May 1998 (Bucharest, Romania)

- Above and below the line work for various clients  
Procter & Gamble, Shell, Glaxo Smith Klein, Whirlpool

**Graphic Designer: Grafitti / BBDO,**  
September 1997 - November 1997 (Bucharest, Romania)

## EDUCATION

**MFA in Design & Technology at Parsons School of Design**  
2003 - 2005 (New York, NY)

- Deans' scholarship
- Interaction and interface design focus

**University of Architecture & Urban Planning "Ion Mincu"**  
1994 - 2000 (Bucharest, Romania)

- Graduated with a degree in architecture

## TEACHING

**Adjunct Professor: Graduate Program, Parsons School of Design**  
September 2005 - December 2005 (New York, NY)

- Co-designed and taught an 'Intro to Physical Computing' course
- Syllabus development

**Adjunct Professor: Undergraduate Program, Parsons School of Design**  
January 2004 - December 2005 (New York, NY)

- Taught an 'Experiments with Technologies' course
- Coordinated multiple class sections for a 'Design Technologies' course

## SKILLS

### Design

- User experience, information architecture, software interface, strategy and planning, integrated communication, touch screen interface usability analysis

### Software

- Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Omnigraffle

### Programming

- HTML, CSS, Pascal, Microcontrollers (BasicAtom, BS2, BX-24), Processing

## PRESS, EXHIBITIONS & AWARDS

**Nokia N95 bus shelter touch screen game**

- Core77, Wired blog

**Living Jukebox - A music browsing interface for the living room**

- We make money not art and various other blogs
- Exhibited at Parsons School of Design Aronson Galleries, 2005

### XNET

- Bronze Drumstick for a TVC at GoldenDrum Festival, 2001, Slovenia
- Nominated for Best On-Line Brand at Romanian Web Awards (2001)
- 'Advertising Campaign of the Year' and 'Best Web site involved in an advertising campaign' at the Ad'Or Advertising Festival, Bucharest (2001)