Rebecca L. Shapley

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Education

U. C. Berkeley, *School of Information Management and Systems* (SIMS), Masters 2005
User-Centered Design of systems, interactions and interfaces
Course projects include:
- Designing, prototyping and usability testing a search interface for networked database
- Interaction design and functional specifications for an application to organize video media
- Visualizing biological data with a parallel coordinates layout

Bryn Mawr College, Pennsylvania. *Biology,* Honors, Magna Cum Laude, B.A. 1997

Employment

Department of Integrative Biology, Berkeley, CA. *Graduate Student Researcher*, 2004 – present
- Conducting needs assessment and usability evaluations for tree-structured data visualizations
- Developed initial survey project into Master's project

Berkeley Natural History Museums, Berkeley, CA. *Informatics Summer Intern*, 2004
- Improved user interface for geographic map tool via heuristic evaluation and user interviews
- Studied search logs to characterize user search behavior
- Conducted concept analysis for new educational products

Lawrence Hall of Science, Berkeley, CA. ScienceVIEW 2000 – 2004

Project Manager, 2002 – 2004

Produced 6 website products with multimedia components, cutting-edge educational experiences and community-building tools. Managed production schedules and six-figure budgets.
Responsibilities included:
- Developing design with client
- Writing functional specifications and product documentation
- Conducting formative usability evaluations
- Managing content producers, artists and programmers

Junior/Revisions Project Manager, 2001

Managed programming, art and client resources to complete and deliver 5 beta interactive (Macromedia Director) educational multimedia CD-ROM products.

Developer, 2000

Designed and programmed interactive educational games (Macromedia Flash) and timekeeping/accounting database application (FileMaker Pro).

Akodon Ecological Consulting. *Partner*, 1998 – present.

Conducting ecological fieldwork and journalism, including bat surveys in Guyana, Belize and Brazil.

The Franklin Institute Science Museum, Philadelphia, PA. *Traveling Scientist*, 1997 – 1999
- Delivered quality educational science shows at customer locations in 7 counties
- Enhanced functionality of departmental FileMaker Pro reservation database

Technical Skills

Programming:	Java, PHP, MySQL, Flash, FileMaker Pro, XML, Javascript, CSS, Perl, C
Production software:	Macromedia Director, Flash, Dreamweaver. Microsoft Office. BBEdit. Eclipse. Quicken. Adobe GoLive, Photoshop, Illustrator, Premier, Acrobat. OmniGraffle. Final Cut Pro. wikis.
Video production:	Short films, fictional and documentary. Scripting, editing, compression, web delivery.