

Raelynn O'Leary

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I employ human-focused design methods to design systems, interfaces, products and services that are easy to use and simple to understand. I want my designs to enrich people's lives.

Design Experience

- June 11–present | **Principal Designer | Co-founder**
DEZUDIO, Pittsburgh, PA
Principal designer in a partnership that provides a full range of user research, interaction and visual design consulting services across media and platforms.
- Jan. 09–June 11 | **Senior Designer, Interaction+ Visual**
VIZ|GENERAL DYNAMICS C4 SYSTEMS, Pittsburgh, PA
Worked as a designer on a collaborative software tool for visualizing information. Exercised human-centered design methodologies for gathering user input during co-design sessions and field exercises.
- July 07–Jan. 09 | **Information Designer, Simplification**
ADDISON, New York, NY
Designed simplified communications in print and digital media and conducted design research and user testing.
- Aug. 06–July 07 | **Communication/Information Designer**
BLUEWHALE STUDIOS, Pittsburgh, PA
Conceptualized and designed product interfaces, websites, identity systems and marketing materials.
- Aug. 06–May 07 | **Designer+Researcher**
CARNEGIE MELLON UNIVERSITY, *The Fitwits Project*, Pittsburgh, PA
Worked on the design of *Fitwits*, a system of games and programs to combat obesity that was co-designed with 11-14 year-olds in urban Pittsburgh.
- May–Aug. 06 | **Communication/Information Design Intern**
BOOZ ALLEN HAMILTON, *Global IT Department*, Washington, D.C.
Provided communication and visualization support.
- Jan.–May 06 | **Designer+Researcher**
MICROSOFT DESIGN EXPO, *The Gigabit Connection*, Pittsburgh, PA
Designed a software application concept grounded in research on ubiquitous, high-bandwidth computing and trust in the small business environment.
- June–Aug. 04 | **Interactive Design Intern**
MULLEN, Pittsburgh, PA
Created website concepts and designed interfaces.

Education

- May 07 | **Carnegie Mellon University, Pittsburgh, PA**
Master of Design, Communication Planning and Information Design
- May 05 | **Allegheny College, Meadville, PA**
Bachelor of Arts, Art and Technology, *summa cum laude*
Minors in Communication Arts and Psychology

Honors and Activities

- 2009–present | Co-Chair, PITTSBURGH INTERACTION DESIGN ASSOCIATION
- 2007 | Honorable Mention, *Context*: AIGA Pittsburgh's Annual Juried Show
- 2004–2010 | Member, American Institute of Graphic Arts
- 2005–present | Member, Phi Beta Kappa Society
- 2001–2005 | Captain, Allegheny College Women's Basketball Team

Expertise

Interaction Design
User Research
Information Visualization
Service Design
Visual Design

Clients

AGENCIES
Chai Labs
Maya Design
Nurun
PointClear Solutions
Siegel+Gale

COMMUNICATIONS+MEDIA
STACK Media
Vonage

INSURANCE + FINANCE
Arkansas BlueCross BlueShield
Assurant Health
Liberty Mutual
Merrill Lynch
Millipore

GOVERNMENT
DARPA
U.S. Army

HEALTHCARE
Clinically Home
Press Ganey
SeeMyRadiology.com

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