

Academics

University of Michigan, MSI Candidate in Human-Computer Interaction, 2009, GPA 4.0

Cornell University, BS Natural Resources 1998, 2 semesters Dean's List, GPA 3.3

Relevant Projects

Nearby Project, Research and Design

9/2008-present, *University of Michigan*

Collaborating with a PhD student and a professor on a study of how people annotate maps, what and why they share, and how they view maps annotated by others. Based on the research, we plan to build and evaluate a mobile/public display system of shared annotated maps in closed communities.

Design of WineLearner, an iPhone application

Fall 2008, for SI 548 *Software Design for Learning*, *University of Michigan*

Designing an iPhone application to support categorical learning of wines for educated adults. Building on principles of constructivist learning theory. Collaborating with an iPhone developer to implement the application in Spring 2009.

CHI 2008 Student Design Competition, Second Place Winner

9/2007-4/2008, *Theme: Homelessness*

With a team of five usability specialists and programmers, developed a social network site that connects volunteers with each other and organizations that serve the homeless. Included literature research, interviewing, modeling, ideation, and prototyping. Made biweekly presentations to our adviser and peers for critique. Won second place in the CHI 2008 Student Design Competition in Florence, Italy.

Usability Analysis of Google Maps for Mobile

Winter 2008, for SI 622 *Analysis of Systems and Services*, *University of Michigan*

Conducted a usability analysis of Google Maps for Mobile. Techniques included a general transition network, personas and scenarios, competitive analysis, a user survey, heuristic evaluation, usability testing in real world settings, and vocabulary and visual analysis.

User Needs Analysis, General Motors Design & Technology Fusion Group

Fall 2007, for SI 501 *Contextual Inquiry*, *Ann Arbor and Warren, MI*

With a team of five students, analyzed the GM Design and Technology Fusion Group's practices with regards to sharing and documenting ideas. Generated recommendations for digital and analog improvements. Techniques included in-depth interviewing, data modeling, an affinity diagram, brainstorming, evaluation of solutions, and verbal and written delivery of recommendations to client. Group members were invited back to implement suggestions in a summer internship.

Eye-tracking Study on Search Refinements and Search Results

2006-2007, *Human Computer Interaction Lab*, *Cornell University*

Helped collect data for two studies of search behavior in Google, Yahoo and Ask, using eye-tracking technology. Investigated user response to refinements presentation and altered results order.

Work Experience

Web Designer and Interactivity Consultant, University of Michigan Department of Engineering

10/2008-present, *Ann Arbor, MI*

Advising three diversity outreach groups on how to leverage interactivity to improve recruitment, information dissemination and improve brand identity. Work includes marketing strategy, conceptualization, research, wireframing, design, implementation and project management.

Intern, Mobile Business Solutions Group, Nokia Research Center

5/2008-7/2008, *Palo Alto, CA*

Conducted usability analysis and generated design suggestions for a mobile application in beta. Included heuristic analysis, cognitive walkthrough, wireframing and verbal and written presentation. Collaborated with a principal researcher on a behavioral study in support of software innovation. Work included literature review, study design, interviewing, data analysis, results formulation and submission of verbal and written reports to my group and the Center as a whole.

Related Coursework

- » Analysis of Systems & Services
- » Cognition and Environment
- » Cognitive Functioning
- » Cognitive Science
- » Computer Supported Cooperative Work
- » Contextual Inquiry & Project Management
- » Data Manipulation
- » Exploratory Data Analysis
- » Information Architecture
- » Information Seeking Behavior
- » Interaction & Interface Design
- » Intro to Computing using Java
- » Software Design for Learning
- » Statistics

Awards

- » Second Place, CHI 2008 Student Design Competition, Florence, Italy
- » Full-Tuition Merit Scholarship, University of Michigan, School of Information, 2007-2009
- » Best Radio Broadcast, 2002 Environmental Journalism Academy, Seattle, WA

Computer Languages

HTML
CSS
Perl
PHP
SQL
Javascript

Human Languages

- » Spanish (Conversant)
- » Russian (Six years study)
- » Arabic (One year study)

Passionate About

- » Interaction Design
- » Activity-Centered Design
- » Usability
- » Cognitive Science
- » Ubiquitous Computing
- » Environmental Preservation
- » Slow Food
- » Fiber Arts

Research Assistant, Shape Factory Study, University of Michigan School of Information

10/2007-5/2008, Ann Arbor, MI

With a team of researchers, collected data on computer-supported cooperative work using an online game that simulates a distributed business environment where communication and collaboration are key to success.

Owner, Web Developer, and Graphic Designer, Lost Art Media

2002-2007, Ithaca, NY

Built new websites and redesigned existing ones. Tasks included information architecture, graphic design, coding in CSS and HTML, building custom applications in PHP, MySQL, XML, and Flash, and search engine optimization. Designed print materials, created brand identities, and drafted general style guidelines. Oversaw all aspects of the business, including strategy, marketing, client acquisition, project management and finances. Collaborated with programmers, illustrators and other designers.

Associate Producer, Worlds of Difference, NPR Radio Series

2002-2003, Ithaca, NY

Built and maintained a multimedia website, designed logo, CDs and print materials, edited audio in ProTools, managed financial records, researched show material, acted as a liaison with producers.

Project Leader, Cornell Lab of Ornithology

2001-2002, Ithaca, NY

Redefined field methods and data gathering systems for a long-term research project. Managed data from 14 field sites and prepared it for final analysis. Supervised two field assistants. Wrote interim reports for funding agencies and collaborating scientists. Results published in *Biomass and Bioenergy* in 2004.

Americorps Volunteer, National Audubon Society and Cornell Lab of Ornithology

2000-2001, Ithaca, NY

For National Audubon Society, work included web and graphic design, and field research. For Cornell Lab of Ornithology, organized and conducted an international newspaper publicity campaign for Great Backyard Bird Count. Helped increase participation by 20,000 individuals, up 30% from previous year.

Publications

- » Morse, J., Cerretani, J., Halai, S., Laing, J. and Perez, M. (2008). doGooder: fostering volunteer communities to serve the homeless. In *CHI '08 extended abstracts on Human factors in computing systems, April 5-10, 2008*, (pp. 3843-3848). Florence, Italy.
- » Dhondt, A.A., P. Wrege, K.V. Sydenstricker, and J. Cerretani. 2004. *Clone preference by nesting birds in short-rotations coppice plantations in Central and Western New York*. *Biomass and Bioenergy* 27:429-435.
- » For *Earth and Sky* radio show: Antarctic Dinosaurs (October 1, 2003), Artificial Blood (August 17, 2003), Voyager Spacecraft (July 24, 2003), Sun Climate Connection (June 20, 2003), Dinosaur Hunting (April 3, 2003) and Feathered Dinosaurs (April 4, 2003).
- » Malone, S., Cerretani, J. and Kelling, S. 2000. Birds and Snow. *Birdscope*, Vol. 14, No. 3: 6,7.
- » Various articles for the Cornell Alumni Magazine and Cornell Daily Sun. Clips available upon request.

Activities

- » Accounting and Marketing, Joel Frank Carpentry, 2007 to present
- » Outreach Coordinator, Ithaca Community Gardens, 2005
- » Integrated Marketing Communications Certificate, NYU School of Continuing & Professional Studies, 2004