

Education

Carnegie Mellon University

Master of Design
Communication Planning and Information Design
Class of 2006

Roberts Wesleyan College

B.S. Graphic Design / B.S. Art Education
New York State Certified Educator
Class of 2003
Dean's List, Cum Laude
Art Scholarship Recipient

European Art and Architecture study abroad
Summer Session 2000

Yale University School of Art

Short-term courses in graphic design and painting.
Summer Session 1999

Work Experience

The Bellefield Experience: (Spring 06 - current)
Freelance project working with Bellefield Presbyterian in Pittsburgh PA to identify and strengthen the new visitor experience. Designed a series of print artifacts to enhance the clarity and accessibility of information pertinent to new visitors. Print artifacts include way finding graphics and information cards. Created comprehensive floor plan from rough blue print to visualize the building as destination for interaction.

Carnegie Mellon University Press

Design Intern (Spring 2005 - Current)
Description: Type setting and cover design.

Carnegie Mellon University

Instructor: Communication Design Fundamentals
for Masters of Professional Writing (Fall 2004)
Undergraduate (Spring 2005 - Spring 2006)

Seton Hill University (Spring 2006)

Adjunct Professor: Digital Imaging
Designed, taught, and evaluated curriculum combining digital photo manipulation with formal elements of photography.

Art Educator (2003 / 2004)

Pittsburgh East Christian School
Grades preK-12, designed and taught visual art curriculum. Organized community art show.

Eric Mower and Associates (Summer 2002)

Rochester, NY Office
Design Intern
Designed print advertisements and mailers.
Type and image layout. Prepared large scale presentations for clients including Kodak.
Concept and designed various advertisements.

Professional Skills

Proficient in Adobe Creative Suite.
Familiarity in motion graphics (Adobe After Effects and Macromedia Flash). AIGA.

Andrew Cramer

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Information and communication designer eager to become an effective member of a design team that tackles complex data sets and intangibles to create understanding and facilitate meaningful human experiences. Visual thinking combined with research to produce truly human centered design.

Selected Graduate Work

Sept 2004 - May 2006

Learning Experience: Online Logic Course Redesign

Analyzed and redesigned online logic course curriculum and interface. Long term project involving an interdisciplinary design team collaborating with The School of Philosophy and School of Business. Conducted codesign sessions using Make Tools as a vehicle for rapid prototyping and content feedback. Diagramed learner experience and cognitive transition from confusion to understanding course content. Redesigned visual language and content structure of online logic course coupled with a viable business plan. Commissioned by McGraw-Hill Publishers.

DramaType: Expressive Typography for Dramatic Delivery

Designed an interactive tool that facilitates non-designers in visualizing dramatic performances through expressive typography. Diagramed and articulated the dramatic process based on extensive research interviews. Conducted task oriented prototype testing. Conducted video ethnography, data analysis, scenario and persona building. Developed information architecture, mapped functionality, and designed front end visuals for a software tool based on a comprehensive investigation of the dramatic process and it's inherent needs.

Customer Service Design: Carnegie International

Conducted exhaustive analysis and proposed redesign of the visitor experience for the 2004 Carnegie International Art Show. Articulated hunt statement, conducted on site ethnographic research. Designed models of research findings that illustrated participant ecologies, tools, processes, and mapped touch points of the visitor experience. Designed a comprehensive deliverable that visually mapped visitor experience and presented positive enactments through personas and scenarios.

Image Browser: Data Visualization of the Fine Art Museums

Worked on interdisciplinary design team collaborating with the Carnegie Mellon School of Computer Science to visualize and simplify web access to the art collection at The Fine Arts Museums of San Francisco. Explored and implemented Richard Saul Wurman's concept of "hat racks" by utilizing both chronology and geography in developing a more meaningful data search and visualization experience. Engaged in expert interviews with local art curator.