

# Margaret Shear

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## Work

### **Experience Design Consultant JUN 2004 - PRESENT**

SELF-EMPLOYED

Delivering human-centered interaction and visual designs for mobile and web experiences  
Recent clients have included Adaptive Path, Citysearch, Caring.com and a popular photo sharing site

### **Founder & Director of Marketing AUG 2008 - PRESENT**

LIFT MOBILE, INC.

Designed mobile and web user experience for award-winning transportation application  
Developed brand and product strategy for upselling ground transportation providers to iPhone owners

### **Interaction Designer MAY 2006 – FEB 2007**

TOPAZ PROJECT, SAN FRANCISCO, CA

Led user experience for inaugural site built on open-source publishing platform  
Collaborated with Javascript developer to create interactive site features  
Composed primary site XHTML structure and CSS styling  
Oversaw design and production of secondary site elements and styles

### **Web Designer DEC 2004 – FEB 2007**

PLoS, SAN FRANCISCO, CA

Served as sole web designer for peer-reviewed scientific e-publishing startup  
Implemented brand redesign and code restructure of five scientific journals  
Defined and created guidelines for web style, coding, advertising, and accessibility  
Monitored freelancer projects for technical correctness and adherence to spec

### **Photographer's Assistant JUN 2003 - DEC 2004**

LUKAS FELZMANN STUDIO, SAN FRANCISCO, CA

Provided preparatory and installation assistance for gallery and museum exhibitions

### **Digital Media Assistant SEP 2003 - AUG 2004**

STANFORD UNIVERSITY MEDICAL SCHOOL, MEDIA TECHNOLOGIES DIVISION, PALO ALTO, CA

Streamlined conversion of 1000+ medical slide archive to web-optimized images

## Skill

### **Web Technologies**

Standards-based XHTML development  
Efficient, elegant CSS composition  
Accessibility and Section 508 compliant design  
Ruby on Rails, AJAX, PHP driven products  
Cross-browser and platform optimization

### **Creative Tools**

Adobe Creative Suite, OmniGraffle  
Illustration hand-rendered, digital  
Photography, medium-format and 35 mm  
Print, pre-press and darkroom printing  
Prototyping, wireframing and storyboarding

### **Language Ability**

French, spoken and written  
Russian, spoken and written  
German, beginning

## Education

### **Stanford University**

B.A. Science, Technology, & Society  
B.A. Studio Art