

ZENA KOO

WWW.ZENAKOO.COM

KOO.ZENA@GMAIL.COM
646 470 9566

367 S. 5TH ST. APT. D
BROOKLYN, NY 11211

(UX work samples upon request)

EDUCATION **NEW YORK UNIVERSITY**

Tisch School of the Arts
Master of Professional Studies,
Interactive Telecommunications
Program (ITP)
Graduated May 2013

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

Bachelor of Arts,
Sociology with 2nd major
Community Studies with
Emphasis in Social Documentation
Graduated June 2005

SKILLS **DESIGN**

Interaction Design | UX Strategy
Spatial & Experience Design
Information Architecture
User Research | User Flows
Conceptualization | Wireframing
Content Strategy | Prototyping
Heuristic & Competitive Analysis
User Testing | Art Direction
Curating | Photo Editing

SOFTWARE

Adobe InDesign | Illustrator
Photoshop | Sketch
Invision | UXPin
Familiarity with SketchUp

PROGRAMMING

HTML/CSS
Familiarity with Python,
Javascript, R, Max/Jitter,
openFrameworks

EXPERIENCE **FREELANCE | USER EXPERIENCE DESIGNER**

JANUARY 2017 - PRESENT | NEW YORK, NY

I specialize in finding data-driven, human-centered insights that help create better digital and spatial experiences. Working with corporations as well as start-ups and individuals, I bring thought leadership, proven processes and future-forward solutions to the table.

DOOR3 | USER EXPERIENCE DESIGNER

SEPTEMBER 2013 - JANUARY 2017 | NEW YORK, NY

I deduced optimal user research, information architecture, user flows and narratives, while iterating in sketches, wireframes, prototypes and sitemaps for SaaS, enterprise software, desktop & mobile sites and applications for high profile clients. I communicated with users and stakeholders to imagine smart interactions for projects, e.g, an in-museum digital ticketing kiosk, a mobile + tablet grocery delivery application, a mortgage giant's internal software, and various complex, content-heavy websites.

MAGNUM PHOTOS | PRODUCER + EDITOR

NOVEMBER 2005 - MARCH 2011 | NEW YORK, NY

I curated, researched, and edited the topics and photographs for over 1,600 daily slideshows that appeared on a Magnum Photos-dedicated feature on Slate.com. Since its inception in 2005, and throughout my tenure, "Today's Pictures" garnered up to 350,000 unique visitors a day, and up to six million visits a month.

Co-curated The Magnum Mark traveling exhibition at Flag Art Gallery, July 2010.

Performed licensing and photographic research for Publishing Department.

PROJECTS **NLE CURATORIAL LAB | CO-CURATOR**

SEPTEMBER 2014 - FEBRUARY 2015 | NEW YORK, NY

Along with five other emerging curators, I was chosen to produce a community-focused, site-specific art exhibition in Sugar Hill, Harlem under the organization No Longer Empty. Through collaboration with the team, brought the exhibit (entitled The Way Out is Through) to life from scratch, in which I commissioned an interactive motion-capture art piece by notable interdisciplinary artist Phan V.

SHOW YOU (MASTER'S THESIS) | CREATOR

DECEMBER 2012 - PRESENT | NEW YORK, NY

In a nutshell: An interactive darkroom installation that uses water, projection, Python, Instagram's API, motion tracking, and MAX/Jitter to create an immersive, delightful reveal of the user's randomly "developing" Instagram photos.

(See video: <http://bit.ly/15wmVti>)

THE LISTSERVE | CO-FOUNDER

APRIL 2012 - PRESENT | NEW YORK, NY

Currently at approx. 25,000 members, The Listserve is a growing list that only one person can e-mail per day. It's essentially an e-mail lottery for the world—an experiment in conversational spaces and collective storytelling.

(thelistserve.com)

HONORS / RECOGNITION

Recipient, Tisch School of the Arts Scholarship, 2011-2013

Finalist, American Society of Magazine Editors National Magazine Award (Ellie) for General Excellence in Photography/Digital Media, 2010 (for work on Slate)