WRITER

DESIGNER

COMMUNICATION STRATEGIST

Anne Iasella

WHO I AM

Communication strategist skilled at crafting and implementing branding, public relations and outreach strategies.

An award winning writer and graphic designer whose work has been recognized by Microsoft Research and the American Institute for Graphic Arts (AIGA).

Web specialist with four years experience developing useful and usable web solutions for organizations with broad reach and lasting impact.

RELEVANT PROFESSIONAL EXPERIENCE

2000-2002 *Staff Writer* *University of Notre Dame's Mendoza College of Business*

Project managed the Mendoza College web site redesign. Wrote and organized new content, facilitated the creation of dynamic web databases, oversaw and implemented new design.

Specified the functionality and information structure of Mendoza College website, intranets and content management online tools. Worked with a team to design web applications, navigation systems and page level information relationships.

Designed and co-wrote numerous Mendoza College of Business web and print publications including the 2001 Mendoza Annual Report, Notre Dame Business magazine, Notre Dame Business Online and the Mendoza College of Business web site.

Worked with a team of communication specialists to design the promotional strategy for major University events such as the $35 million endowment of the Mendoza College of Business.

Facilitated media coverage of high-profile executive speakers such as Warren Buffet, chairman and chief executive officer of Berkshire Hathaway and John Morgridge, chairman of Cisco.

Summer 2003 *Information Architect* *Domestic Mail Manual Transformation Project*

The DMM Transformation Project is a $2 million initiative to redesign the United States Postal Service's 1,000+ page directory that contains regulations for mailing within the United States.

Redesigned the Domestic Mail Manual, a cumbersome binder of regulations and standards, into a system of readable, user-centered documents that support the needs and activities of United States Postal Service customers and employees.

Designed user-research strategy. Evaluated the needs and activities of target audience using user-centered research methods including interviews, surveys and cognitive walkthroughs.

Visualized sophisticated system architecture through simplified information maps and diagrams that facilitated client understanding of proposal.

Crafted and delivered design proposals to United States Postal Service executive clients.

2000-2004 *Graduate Student Web Designer* Carnegie Mellon University

Designed, built, maintained and wrote content for Carnegie Mellon website including the School of Design and the Designing Pleasurable Products and Interfaces conference website.

Conducted usability studies, including heuristic evaluations and cognitive walkthroughs, which isolated interface problem areas. Suggested solutions and proactively executed a redesign.

Achieved proficiency in programming languages to meet marketing goals, including CGI and PHP.

1999-2000 *Marketing Consultant* Proyecto Cantera 10-month volunteer project

The Proyecto Cantera is an $80 million community development initiative to revitalize Cantera, one of San Juan, Puerto Rico's poorest districts.

Implemented the organization's community-wide outreach strategy. Planned and designed educative workshops, community events and informative materials.

Initiated, designed and wrote the first volunteer produced newsletter. Through this publication, I surpassed initial fundraising goals and augmented project budget by soliciting more than $2,000 in funds.

EDUCATION

Master of Design
Communication Planning and Info. Design
Carnegie Mellon University, Pittsburgh, PA
GPA: 3.92

Bachelor of Arts
English and Spanish dual degree
University of Notre Dame, Notre Dame, IN
GPA: 3.3

HONORS AND AWARDS

2004 *Phi Kappa Phi.* One of four graduate design students initiated into the national honor society. A faculty committee elects candidates for membership based upon superior academic success and outstanding achievement.

2003 *AIGA Pittsburgh 100 Show: 100 best entries.* One of five student works honored. This annual juried exhibition, sponsored by the American Institute of Graphic Arts, showcases the very best of Pittsburgh's advertising, interactive, graphic and student design work.

2003 *Microsoft Research Design Expo. Best human-centered product design.* This Microsoft international design competition explores the future of information sharing over mobile devices. My Carnegie Mellon product design team was one of four teams selected to fly to Redmond where our concept was awarded "best human-centered product design".

2002 *Park Fellowship.* Finalist selected from a pool of 900 to compete for a $37,000 scholarship. This fellowship is offered to the most qualified student applicants to the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill. Finalists are flown to Chapel Hill to attend a special recruitment weekend.

1995 *Whitman Scholar.* Awarded a $9,000 scholarship. This scholarship is awarded to select Whitman College applicants who demonstrate superior academic achievement.

TECHNOLOGY

Visual design: Quark, Flash, Adobe InDesign, Illustrator, Photoshop, After Effects
Sound design: Peak, Deck (Bias Studio)
Web programming: HTML, JavaScript, CGI, PHP
Microsoft Office: Word, Excel, PowerPoint