

# ALEXIS LLOYD

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## PROFILE

Alexis Lloyd is an interactive designer, information architect, and multimedia artist with extensive experience in new media project development. She has played a lead role in the creative and technical development of numerous award-winning interactive projects including websites, social networking installations, museum kiosks, and interactive learning tools. Adept at working independently and collaboratively to develop compelling multimedia experiences, she is also an excellent writer and communicator with a unique mixture of strong creative, technical and project management skills. Alexis will be receiving her MFA in Design and Technology from Parsons School of Design in May 2007.

## PROFESSIONAL EXPERIENCE

- 2001-Present*    **Senior Interaction Designer/ Information Architect, Columbia University DKV**  
Designed intuitive user interfaces for a wide variety of interactive projects, including websites, digital collections, online courses and multimedia exhibition kiosks. Established company-wide standards for information architecture and interaction design. Created site maps, wireframes and functional specifications, and collaborated with graphic designers to create elegant visual design solutions. Worked with clients both within and outside of the university, including the New York Historical Society, PBS, Columbia Digital Libraries, and the BBC.
- Summer 2006*    **Lead Designer, American Express Partners in Preservation**  
Created overall design concept for American Express's \$10 million historic preservation project website, including visual design, information architecture, and direction of production design.
- 2004-2005*    **Designer/Developer, New York University**  
Developed new media projects and managed all web technology for the Hemispheric Institute for Performance and Politics at NYU. Designed and built e-misférica, a multilingual online journal and a companion e-gallery. Designed, built, and maintained websites for the Institute's international conferences. Designed print materials, including postcards, posters and brochures.
- 2003-2004*    **Digital Instruction Specialist, Brooklyn College, CUNY**  
Worked independently and in collaboration with faculty to create digital curricula, supplemental course materials and learning tools. Conducted faculty workshops at Brooklyn College and the CUNY Graduate Center on information architecture, course site development using Blackboard, and software applications such as Dreamweaver and PowerPoint. Wrote articles on user interface design, writing for the web, and information architecture.
- 1998-2001*    **Multimedia Producer, FOX (News Digital Media)**  
Produced informative and interactive rich media features on news topics for News Digital Media, the digital division of FOX Television. Conceived and created interactive features on a variety of current events topics. Acted as project manager for editorial and production teams of 3-7 members. Designed user interfaces for interactive features and site-wide redesign.
- 1996-1998*    **Producer/Project Manager, el Net/Harmonic Ranch**  
Coordinated all aspects of website production and client communication for corporate and non-profit clients, including Philip Morris, PEN, Alex Katz, and Dance Theater Workshop. Assessed client needs and wrote project proposals. Conceived, designed and built effective, cutting-edge websites.

## INDEPENDENT PROJECTS

- 2006      **The Ad Generator**  
Software artwork that dynamically generates fake ads by remixing corporate slogans and juxtaposing them with Flickr images.
- 2006      **My Washington Square**  
Web-based experience-mapping project exploring contemporary and historical stories situated in Washington Square Park.
- 2006      **Prime Time**  
Generative video piece that dynamically remixes media from television commercials.
- 2005      **BarTalk**  
Social networking installation for bars, clubs, and conferences that allows users to send text and photos from cell phones to big-screen displays. Collaboratively developed with Shaun Rance and Ana Velez.
- 2005      **Adscape**  
Web-based database project investigating the prevalence of advertising in public space.
- 2005      **Idiota**  
Designed interactive imagery for *Idiota*, a multimedia work for guitar, bass, voice, and electronics composed by Aleksei Stevens.

## EXHIBITIONS & PERFORMANCES

- 2007      **Chelsea Art Museum, New York, NY**  
*The Ad Generator* and accompanying pieces exhibited in Parsons Design and Technology MFA thesis show
- 2007      **Melvin Art Gallery, Lakeland, FL**  
*Prime Time* exhibited in group video art show
- 2006      **Felissimo Design House, New York, NY**  
*BarTalk* exhibited in juried show of design and technology works
- 2005      **Symphony Space, New York, NY**  
Performance of "Idiota" by members of the Tactus Ensemble

## TEACHING EXPERIENCE

- 2003-Present      **CUNY Graduate Center**  
Monthly workshops on introductory web design for graduate students, faculty, and staff
- 2004-2005      **New York University**  
Workshops on basic web design for graduate students in Performance Studies
- 2003-2004      **Brooklyn College**  
Workshops for faculty members on information architecture, course site development using Blackboard, and software applications (Dreamweaver and PowerPoint).

## EDUCATION

### **Parsons School of Design**

MFA candidate in Design and Technology (graduation May 2007)  
Dean's Scholarship recipient, 4.0 GPA

### **Vassar College**

BA in Theater; concentration in dramatic literature and criticism  
Vassar Club of New York Scholarship recipient

## SKILLS

### **Programming**

HTML, CSS, XML, ActionScript, PHP/MySQL, JavaScript, Max/MSP/Jitter

### **Software Applications**

Flash, Photoshop, Illustrator, InDesign, Dreamweaver, Visio