

Darcy DiNucci
User Experience Design
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May 2010-present

VP User Experience, Ammunition Group

Lead the User Experience practice for Ammunition (www.ammunitiongroup.com), a global design and innovation firm based in San Francisco.

2008-May 2010

User Experience Consulting

User experience consulting services, from research through detailed interaction specifications. Working independently and with design firms Ammunition, Hot Studio, Method, Sequence, and Smart, projects included ecommerce web sites, social networking communities, mobile apps, and hardware interfaces for companies such as Chevron, Chipotle, Kohler, LG, Nokia, and Toshiba.

2004-2008

VP User Experience, Method

Headed up the User Experience Design practice at Method (www.method.com), a leading design firm based in San Francisco and New York, creating experiences for the web, mobile devices, and consumer electronics. Led the department as it grew from just me to 10 UX designers. Clients included Autodesk, Cooper-Hewitt National Design Museum, Kiehl's, Microsoft, Motorola, Nokia, SFMOMA, and Sony.

1999-2004

Freelance User Interaction Design, Writing, and Editing

- Worked with Adaptive Path, Hot Studio, MetaDesign, Small Pond Studio, and others, for clients including Adobe, Bank of America, McKesson Corp., PeopleSoft, SchwabLearning, and LeapFrog
- Published two books on web design, including *Web Site Redesigns* (Adobe Press, 2002) and *Flash Interface Design* (Macromedia Press, 2003)

1999

Director, User Interaction, MedicaLogic/Medscape

Headed up UI for a company pioneering digital medical records and associated services on the Web

1996-99

Freelance User Interaction Design, Writing

- For Netscape and others, produced and architected Web projects, including Netscape's 1996 Annual Report and, at the launch of Netscape 4.0, the first dynamic HTML web site
- Wrote columns about Web design for *Print* and *MacWEEK* magazines

1995-96

Managing Editor, Netscape Communications

Oversaw projects for Netscape's NetCenter portal, including the first customizable home page

1994-95

Freelance Writer, Editor, Information Architect

- Designed web site architectures, beginning in 1994, for Peachpit Press and others
- Wrote about web site design, for *Print* magazine, *U&Ic*, *Online Design*, *MacWEEK*, and others
- Authored (with Maria Giudice and Lynn Stiles) *Elements of Web Design* (Peachpit Press, 1996)

Before the Web

- Over a decade of writing, editing, and publication management, for books, national magazines, technical documentation, and marketing collateral
- B.A, British and American Literature, Scripps College