JOHN BOYKIN

Belmont, CA

650-906-5567 cell

650-802-9998 backup

johnboykin99@gmail.com

www.wayfind.com/visual/ (online portfolio)

SUMMARY

Versatile, creative information designer whose extensive experience includes legal graph-ics for several law firms. Information design and other communication work for clients including *Stanford Lawyer Magazine,* Blue Shield of California, Bank of America, Macy's & Bloomingdale's, Walmart & Sam's Club, Symantec, HP, NBC, Mitsubishi Motors.

INFORMATION DESIGN

- Design clearest, simplest way to present complex information in most media
- Created timelines, charts, maps, illustrations, photos, analogies, and other exhibits for several law firms and for review by government bodies
- Excel at reading through briefs to distill a case's essentials to discern the most simple and effective visual aids to summarize and illustrate its key points visually
- Highly attuned to accuracy, legibility of exhibits from across a courtroom, and serving the attorney's strategy
- A few corporate information design projects:
    - WALMART: Created cartoon storyboard ("Toy Story: The Prequel") to explain and promote a huge, complex B2B project to executives and other internal stakeholders
    - MACY'S and BLOOMINGDALE'S: Created infographic to help internal staff make sense of a confusing aspect of their own credit card system; designed way to communicate that same info to customers without confusing them
    - BLUE SHIELD OF CALIFORNIA: Designed elegant and innovative way of presenting physician quality score information and a simple way for sales agents to compare complex insurance plans at a glance
    - PLANET METRICS: Introduced treemaps and sparklines for communicating vast amounts of data at a glance
    - HP: Made a previously impenetrable list of dozens of extended warranty packages easy to scan and compare via a simple visual treatment
- Conceived and oversaw art programs (photos, charts, and drawings) for a dozen college textbooks and supplements, some with as many as 800 items
- Collaborated in planning visuals for 14 health booklets that doctors hand to patients
- Designed and executed maps, Websites, logos
- Created innumerable PowerPoint decks for presentations to executives, colleagues, and professional conferences
- Constructed many logic and process flow diagrams and structure maps
- Taught information design for UC-Berkeley Extension and Media Alliance

PHOTOGRAPHY

- Dozens of photos published
- Was art director for photo shoots

- Taught photography at professional conferences in New York and LA
- Planned and selected photos for a 2,000-image electronic encyclopedia

VIDEOS & ANIMATIONS

- How to control a computer mouse with your feet: https://www.youtube.com/watch?v=IkusPR1ywiA
- Top-ranked video about user-centered Web design: https://www.youtube.com/watch?v=dln9xDsmCoY
- How to haul dirt up a hill: https://www.youtube.com/watch?v=AWVSft4dG_w
- Found, selected, and edited videos and storyboarded animations for home repair encyclopedia and college supplements on macroeconomics and biostatistics

RESEARCH

- Countless hours of research in person, online, and remotely for a wide assortment of clients
- Conducted hundreds of interviews, with everyone from senators and executives to farmers and moms, from physicians and Nobel Prize winners to pilots and teenage gamers, from a Supreme Court justice and six former secretaries of state to dog owners and painters; so I'm comfortable dealing with the wide variety of people – even the most high-powered – involved in a case
- Planned, conducted, and analyzed usability tests (which are analogous to mock jury trials) and used insights as basis for iterative design modifications
- Did observational studies of blind computer users, election officials, telephone salespeople, and customer service reps
- Created and collaborated in developing prototypes for testing
- Planned, wrote, ran, and analyzed surveys
- Analyzed and distilled 10,000 pages of declassified government documents and 150 hours of interviews into an award-winning 512-page book

	Interviewed users, others	Observed users on location	Ran usability tests	Analyzed server logs
Walmart	●			●
Blue Shield of California	●	●	●	●
Bank of America	●	●	●	●
Macy's & Bloomingdale's	●	●	●	●
Visa International	●			
Del Monte	●			
NBC	●	●		
Logitech	●			
Symantec				●
Artfact & AuctionZip	●		●	●
SSFCU (credit union)	●			
GECU (credit union)			●	
SelectQuote	●	●	●	●
Kumho Tires			●	
XFire	●		●	
MamaSource			●	
Advent Software	●			

WRITING & EDITING

- Was contributing editor of *Stanford Lawyer Magazine*
- Wrote 14 medical booklets, over two dozen magazine articles, two books, consumer instructions, detailed design documentation, radio commentary, simplified online error messaging, tutorials, white papers, video scripts, marketing collateral
- Taught science writing at UC-Santa Cruz
- Shrunk a 14-page marketing microsite for HP down to a much more effective single page

- Structured content-oriented Websites for Visa, Blue Shield of California, Symantec, RedPrairie, Select-Quote
- Wrote Bank of America's style guide, merged HP's 14 style guides into a single master index

SOFTWARE PROFICIENCIES

Windows, InDesign, Illustrator, Photoshop, Visio, PowerPoint, Excel, Word, Axure, DreamWeaver

CONTRACT CLIENTS

Partial list, some through agencies

Law Offices of Anderlini Finkelstein	Kosmix
Law Offices of Stephen Valdes	Xfire
Law Offices of Mark J. Solomon	Artfact & AuctionZip
Stanford Lawyer Magazine	Packard Foundation
Macy's & Bloomingdale's	Planet Metrics
Walmart & Sam's Club	MamaSource
Blue Shield of California	Wadsworth Publishing
HP	Brooks/Cole Publishing
Symantec	Cogito Learning Media
Janus Funds	Notre Dame de Namur University
Nuance	Professional Publications Inc.
Advent Software	SCAN Health Plan
SSFCU (credit union)	Oce Business Services
GECU (credit union)	RedPrairie

STAFF POSITIONS

My own communication consulting business, Applegate LLC: See client list above, off and on April 1995 to present

Blue Shield of California: Senior interaction designer, April 2007 to October 2009

Agency.com: Senior information architect, January 2005 to April 2006; projects for Visa International, HP, Select Quote Life Insurance, Kumho Tires, PayPal, Del Monte Foods

Krames: Staff writer for medical publisher, September 2003 to January 2005

eFORCE: Senior interaction designer, working mostly at Bank of America, one project for Mitsubishi Motors, September 2000 to December 2001; hired by Bank of America as senior interaction designer to complete projects in works when eFORCE contract ran out, January 2002 to March 2002

Cooper Interaction Design (now just Cooper): Information designer, projects for NBC, Logitech, 8X8, September 1999 to May 2000

UC-Berkeley Extension: Information design instructor, February 2000 to November 2000

EDUCATION

California State University, Fresno, BA