

JESSE WILBUR

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919.260.6214

EXPERIENCE

R/GA, INTERACTION DESIGN DIRECTOR

I lead and collaborate with teams of interaction designers to develop strategic, conceptual, and design solutions for Fortune 1000 clients. For Verizon I developed a social strategy while leading a ongoing, site-wide personalization project. I also led the design of four new interactive shopping tools. For Tiffany I collaborated with multiple disciplines to redesign their e-commerce experience and to create a branded social photo platform (web and mobile).

March 2011 - Current, New York, NY

R/GA, SENIOR INTERACTION DESIGNER

Led interaction design across multiple projects for Verizon, including a redesign of the Verizon.com order path and a redesign of the Verizon Small Business website. This improved the customer experience and helped Verizon achieve significant online sales growth to meet aggressive targets.

March 2010 - February 2011, New York, NY

R/GA, INTERACTION DESIGNER

Designed a range of projects for Barnes&Noble, GE, Verizon and other clients. Collaborated on the design of the B&N order path, user profile, and product detail pages. Led research and redesign of BookMaster, the internal system for B&N retail employees. Led redesign of GE Global Research site and blog. Collaborated on the redesign of My Verizon, the Verizon customer account and service portal.

October 2007 - February 2010, New York, NY

INSTITUTE FOR THE FUTURE OF THE BOOK, RESEARCHER

Collaboratively developed and designed prototypes for networked forms of reading and writing, including blog-based experiments GAM3R 7H30RY and CommentPress. Collaborated on software specification for Sophie, a networked multimedia authoring tool.

January 2006 - August 2007, Brooklyn, NY

OFFICE OF ARTS & SCIENCES INFORMATION SERVICES, PRODUCER

February 2005 - August 2005, Chapel Hill, NC

IBM, TECHNICAL CO-OP

May 2004 - November 2004, Research Triangle Park, NC

IBIBLIO.ORG, SUPPORT STAFF/DESIGNER

September 2003 - May 2004, Chapel Hill, NC

ABOUT.COM, INC., PRODUCT MANAGER, CORE PRODUCTS

April 2000 - July 2001, New York, NY

CBS.COM, ASSOCIATE PRODUCER

July 1999 - March 2000, New York, NY

EDUCATION

MASTER OF SCIENCE, INFORMATION SCIENCE

School of Information & Library Science,
University of North Carolina at Chapel Hill

August 2002 - May 2005

TEACHING

ADJUNCT PROFESSOR

Interactive Books
Parsons, Fall 2011

GUEST LECTURER

Information Design
taught by Andrew Robinson
Parsons, May 2009

GUEST CRITIC

Portable Documents Formats
taught by David Reinfurt
Columbia GSAPP, May 2008

CAPABILITIES

Interaction Design
Social Strategy
Content Strategy
Information Architecture
Project Management
Rapid Prototyping
Contextual Research
Usability Testing

CODE

XHTML/CSS
JavaScript
MySQL
PHP