

# Alison Boncha

alisonboncha.com

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484-241-1548

Two and a half years experience in the Digital Capture & Devices User Experience group at Kodak.

Lead Interaction Designer for the Kodak PlaySport, PlayTouch, PlayFul, and Zi8 (Pocket Video Cameras). Direct contribution to Kodak Slice.

Computer Graphics Design MFA from the Rochester Institute of Technology.

## Work Experience

**Kodak Interaction Designer** June 2008 - currently  
Lead Interaction Designer and primary contact for User Experience team on the Pocket Video Camera (PVC) portfolio. Crafting design solutions for both touch and hardware controlled devices. Concept development through storyboards, workflows, and prototypes.

Supported team members on usability studies (focus groups, in-home studies, internal evaluation). Participated in business research in order to better understand the target market in the PVC category and gather details from participants about new video features and ergonomics.

Worked directly with both US and Japan based external vendors. Including, three trips to Japan to describe/discuss the user interface of the PVC products to the development team.

Collaboration with Future Product Marketing and technical teams is a regular occurrence. Following design guidelines and brainstorming with the Creative Director to create a unified user experience between the camera and video portfolios.

Create and manage the design specification document which describes the look and behavior of the screen elements to the external vendor.

**RIT Graduate Assistant** Sept 2007 - May 2008  
Graduate Assistant to Professor Chris Jackson. Teaching Flash and Actionscript to first and second year students through class exercises and one on one tutorials.

**RIT Web Design & Information Architecture** May 2007 - August 2007  
Intern position. Concept design and development for the RIT web site. Focused on giving feedback to existing portions in terms of visual hierarchy and information architecture.

## Education

**Computer Graphics Design, MFA**  
Rochester Institute of Technology  
September 2006- May 2008

**Visual Media, BFA**  
Certificate in Management  
Rochester Institute of Technology  
September 2002- May 2006

## Technical Skills

Photoshop  
Illustrator  
Flash/Actionscript  
(InDesign)  
(AfterEffects)  
PowerPoint  
Excel  
(html/css)