

JOANNA HARMON

User Experience Designer, User Researcher

Skills honed by a 15-year career in immersive theater and interactive story writing, including directorial, managerial, designing, performing, and creative consulting positions. Notable clients: Cirque du Soleil, Meow Wolf, Just Fix It Productions, The Interactive Deep Dive.

UX/UI PROJECTS AND PRODUCTS: ONLINE & PRINT

technologies used: Wix.com, Squarespace.com, Adobe Suite

Website, Graphics and Print Material Designer

Arts Festival Website: IgniteNV.com | DECEMBER 2020 - PRESENT

- Design and build of the outdoor circus festival's website for its inaugural and second year, including box office/e-commerce section.
- Creation of festival logo, graphics, box office seating chart, and all print material, including postcards, banners, stationary, and stickers.
- Continued updates to integrate user feedback for optimal performance.

Website Designer and Builder, Content Inventory Auditor

E-commerce Website: WixScents.com | OCTOBER 2021 - PRESENT

- Content audit and inventory to transfer e-commerce platform from Etsy to Wix.
- Site mapping designed for ease of product searchability and checkout process.
- Establishment of Style Guide.

Website Designer and Builder

Event Website: LightBall Las Vegas | SEPTEMBER - OCTOBER 2021

- Brand refinement based on existing marketing materials for build of website showcasing Ball culture and performers.

Website Designer and Builder

Artist Website: SandiCroft.com | APRIL 2019 - SEPTEMBER 2021

- Design and build of artist's personal website to showcase her experience as an Artistic Director and teacher of dance and circus arts.

Website & Print Material Designer and Builder

Non-Profit Website: LiveActionSet.org | FEBRUARY 2018 - PRESENT

- Design and build of the website to showcase company's cross-disciplinary performance work of 15+ year history as well as advertise upcoming performances.

Represented by Creative Circle

EDUCATION

- The University of Minnesota UX/UI Bootcamp, 'A' academic average
- The University of Minnesota/Guthrie Theater, B.F.A. in Acting

UX/UI SKILLS

ARCHITECTING

Information Architecture, Wireframes, Prototyping, Style guide maintenance

CONTEXTUALIZING

Competitor analysis, Heuristic analysis, User research

EMPATHIZING

Empathy & Journey maps, Usability testing, Storyboarding, User personas

DESIGN TOOLKIT

UX/UI - SPECIFIC

Figma, InVision, Photoshop, Illustrator, InDesign, Trello, HTML (basic understanding)

UX/UI - ENHANCING

Interactive narrative writing, Theatrical production management, Building ensemble, site-specific event creation, Teaching, Shakespeare performance

STYLE AND COMMUNICATION

WITHIN THE TEAM

Dedication to getting the job done, Instinct for order of operations, Strong verbal and written skills

FRONT-FACING

Joy in speaking with users stakeholders

UX PROJECTS: IMMERSIVE/INTERACTIVE/LOCATION-BASED NARRATIVES

Writer, Artistic Producer

Cloak of Fiction, "In-Character" (Austin, TX) | JANUARY-JULY 2021

- A TV pilot giving non-actor participants the chance to play the protagonist of an improvised, co-created story, cinematically filmed. Think: *The Truman Show*, if Truman were to know he was in on it.

Writer, Artistic Producer

Live Action Set, "The Oakey Family Supper Club" (Las Vegas, NV) | FEBRUARY-SEPTEMBER 2019

- A 2-hr. interactive theater experience for 8 participants and 5 actors at a residential home over the course of an evening dinner party. Think: a murder mystery party with no mystery and no murder.

Artistic Producer, Core Creative Development

The Deep Dive & Meow Wolf, "OpenMind" (Austin, TX) | DECEMBER 2017 - MAY 2018

- A 4-day, highly interactive story experience for 2 participants involved over 100 actors and 3 dozen personnel and was performed across the city of Austin during SXSW Festival in a variety of indoor, outdoor, public and private locations. The narrative explored the theme of mind control, the lengths one will go to prevent it, and structurally bounced between two parallel worlds.
- Production received extensive coverage in *The Verge* by Bryan Bishop, who cited it as "ground breaking" and "one of the most exciting and forward-thinking pieces of immersive work."

Artistic Producer, Core Creative Development

The Deep Dive, "Spirit of the Torch" (Austin, TX) | AUGUST 2017 - FEBRUARY 2018

- A highly interactive narrative for 7 participants and 9 interactors to engage in a 5-hr. role-playing experience tonally in line with *Friday the 13th* films. Action took place in an outdoor, site-specific location that served as the fictional setting of a youth summer camp.

PRODUCTION POSITIONS

Production Coordinator, Assistant Production Stage Manager, Assistant Stage Manager

Cirque du Soleil & 4U2C: One Drop, R.U.N. (Las Vegas, NV) | JANUARY, 2019 - FEBRUARY 2020

- Maintained show integrity tracks for a high-risk production driven by live stunts and motorcycle tricks. Adept at pivoting in response to inevitable technical failures and artist injuries. Live-fire safety trained. Established trust with 50+ artists to serve as their liaison to other departments. Assisted in-studio and on-location filming. Scheduling coordinator across departments.

Artistic Advisor of Interactive Technique

CAGES, Just Fix It Productions, AEG, Radiant Iris (Los Angeles, CA) | SEPTEMBER, 2015 - APRIL 2019

- Primary advisor of interactive techniques as a means of deepening audience engagement for both live performance productions and virtual reality.