

July 11, 2009

Mike Sinkula
WEB160: Writing for the web
Assignment 2: User Profile

Client: Carol Tompkins

Website: <http://www.caroltompkinsdesign.com>

User Profile: "Joan Smith"

Joan Smith is the New Media Manager at Seattle Art Museum. She is in her 40's and lives in the Seattle area with her partner and a dog.

Joan started her career as a graphic designer but moved into web design early on. While she has not worked in print design for many years, her experiences in print design have given her a strong eye for color, layout and typography which she believes carries over into web design.

Joan has worked at the museum the last 12 years and currently manages a staff of 4 employees. Frequently her department works with the graphics and marketing department as part of an overall campaign for the museum. Over the last year, her department has been redesigning the SAM website and working on several in-gallery interpretive technology projects/ interactive web sites for various exhibits. Her department uses Dreamweaver, Flash, Illustrator and other web programs. Occasionally she will work with outside designers and programers.

When looking to hire designers or programers, Joan expects candidates to have a strong on-line portfolio with actual posted work. She believes that it is fine to show student work as long as the candidate can demonstrate the capabilities that they have learned. Previous and proven web design skills are necessary. Overall, she is looking for confident, easy-going candidates who can "hit the ground running."

Joan prefers to work on PC's although since she works for a non-profit, often her equipment is not the latest. She is very knowledgeable about new media and works hard to keep up to date latest techniques and trends.

Thank you,
Carol Tompkins

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