
Ed Altorfer is a visual and user experience designer in Seattle. He enjoys data-driven design, solving end user problems, and simple but powerful user interfaces.

EXPERIENCE

Slalom

2012 – Now

AT&T – Customer Experience Architect, Mobile CRM

Led the design of a mobile-centric CRM app for business sellers. The design focused on reducing overall information density, allowing sellers to quickly get information they need to maintain a strong relationship with their customers. Specific activities included information design, wireframes, visual design, and HTML creation.

AT&T – Customer Experience Architect, Unified Communications

Led the redesign of a mobile unified communications app for small businesses. The team focused on translating familiar communication patterns from apps like WhatsApp to the business space; the team also explored a free-to-use business model, which is unfamiliar territory for AT&T. Specific activities included user research, persona design, design workshops, and wireframes. Traveled to Israel to build design consensus with the user experience team.

Expedia – Visual Designer

Led an effort to clearly define visual design's role in the agile process. Worked with the development and user experience teams to create a new workflow where the visual design team would be responsible for translating wireframes into HTML. This resulted in reduced workload for developers and a higher quality application for end users. Created an online style guide that included HTML/CSS snippets for developers and designers to use for rapid prototyping. Specific activities included user research, visual design, HTML creation, and pattern creation.

Avanade

2008 – 2012

Amedisys – User Experience Designer

Helped design a point of care system for a home health care company. The app focused on simplifying and streamlining the jobs of nurses, front office staff, and administrative users and spanned tablet and desktop form factors. Specific activities included wireframes, design documentation, iterative reviews, and design workshops with nurses and other stakeholders.

EDUCATION

U. Puget Sound

2004 - 2008

B.S., Computer Science

Member of ACM; Director of Technology Services for the student government for three years in a row.

SKILLS

Expertise

Interaction Design, Visual Design, Responsive Design, Application Development, Persona Design, User Research, Customer Experience

Software and Technologies

Photoshop, Illustrator, InDesign, Axure, Balsamiq, Visual Studio, C#, HTML, CSS, JavaScript, Objective-C

CLIENTS

AT&T
Microsoft
Expedia
Amedisys
Nokia
Gates Foundation