

James D. Barton

jbarton@id.iit.edu
(773) 216-0883

Objective To Translate research into compelling principles and criteria to guide design

Experience

Service and Process Design, June - August 2008
McDonald's, Oakbrook, IL

Synthesized models of behavior and motivation from diverse research projects
Prototyped and explored new service gestures, workflows, and experiences
Negotiated with vendors and other stakeholders to plan production system changes

Environmental Signage & Booklet Design, June - August 2007
Calendar Club LLC, Austin, TX

Produced environmental signage and advertising for five retail chains
Designed a display guide to communicate style and organization across 1000+ stores
Illustrated clear instructions for the construction of window displays and shelf signage

Research & Graphic Design, August 2004 - 2006
Circus Chimera, Hugo, OK

Discovered that parents often use a child's first circus to teach them to applaud
Constructed a campaign that resulted in a 25% increase in ticket sales
Developed strategic motifs and advertising themes for upcoming seasons

Skills

Ethnographic: Participant observation, interviewing, research planning
Prototyping: Woodworking, foam and paper craft, moldmaking, circuitry
Software: Adobe CS, Quark, Flash, HTML, Javascript, MS Office

Education

Master of Design, Fall 2009 projected
IIT Institute of Design, Chicago, IL

Convey the opportunities found in emergent social and personal behaviors
Develop research into guiding design principles and tangible concepts
Work with clients including Boeing, the City of Chicago and Project CeaseFire

B.A. in Anthropology, June 2004
University of Chicago, Chicago, IL

Analyzed the relationship between mass media and social activity
Researched connections between specialty retail and personal identity
Presented artifact studies and exhibit design papers