

# Nick Cawthon

[nick@gaugedesign.com](mailto:nick@gaugedesign.com)

510 542 7364

[gaugedesign.com](http://gaugedesign.com)

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## Education:

University of Oregon  
Bachelor of Science  
School of Visual Design  
1993 - 1998

California College of Arts  
Bachelor of Fine Arts  
Design for New Media  
1999 - 2001

University of Sydney  
Masters of Philosophy  
Design Computing & Cognition  
2005 - 2009

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## Professional Experience:

User Experience Consultant  
Gauge Design | 2004 - Present

- Continuing contract work in all aspects of interactive strategy and planning, ranging from site heuristics, user personas and information architecture to usability testing and quality assurance. Clients range from non-profits to Fortune 500 companies, across a span of different industries, including Sports Marketing, Finance, Telecommunications and Education.

Principal  
hoverState, Inc | 2008

- With a partner, founded a Flex design and development shop which specialized in developing rich internet applications. Established an in-house usability lab, offered to clients as an integral component of the user-centered design process.

Senior User Experience Designer  
Method, Inc. | 2007

- Development of user interface and content strategy for both desktop and web-based applications. Assessment and application of externally conducted usability evaluations. Major projects included the Microsoft Zune Marketplace and Sony Sphere interactive television UI.

Lecturer  
University of Sydney | 2005-2006

- Graduate-level lecturer in the field of Web Design and Programming. Established a course curriculum for over 50 students; teaching interaction theory, conducting user-centric strategy sessions, fundamentals of information architecture and visual design, and coding in an open-source, accessible framework following the principles of the oft-clichéd Web 2.0.

Interaction Designer  
GREY San Francisco | 2001- 2004

- Founding member of an interactive department responsible for an annual billing of \$1.75m in 2003. Acted as the creative lead for the duration of this position, with responsibilities encompassing user experience, information architecture, quality assurance, accessibility compliance, and visual design.
- Designed and developed the department's adherence to table-less, CSS-driven layout for web-based applications. Platforms ranged from PHP to J2EE, enterprise-class Java. Clients include such accounts as Oracle, Network Associates and Wells Fargo.

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**Professional Experience (continued):**

Webmaster / Developer  
Bay Area Sports Organizing Committee  
2001 - Present

- Acting as Webmaster for the City of San Francisco's bid to become the host of the 2012 Summer Olympic Games. Maintained and developed different aspects of their public-facing site, coordinating with public relations and marketing teams to time site messaging and content.

Visual Designer  
Alta Vista, Inc.  
2000 - 2001

- Lead designer for Alta Vista Image Search, at the time, the world's largest index of images, audio and video files, fielding 64 million queries each month. Helped elevate Alta Vista to a peak of the eighth most-visited domain.

Desktop Publisher  
Bank of America Securities  
1999 - 2000

- Maintained an online library of several thousand analysts' reports on investment opportunities. Was responsible to enforce corporate guidelines to associates' publications, as well as keeping content current and up-to-date.

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**Affiliations:**

American Institute for Graphic Arts	SIG on Computer-Human Interaction
San Francisco Chapter	San Francisco Bay Area Chapter
Member since 1998	Member since 2004

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**Formal Publications:**

- N Cawthon, A Vande Moere, "The Effect of Aesthetic on the Usability of Data Visualization", Eleventh International Conference on Information Visualization (IV'07), 2007, Zurich, Switzerland
- N Cawthon, A Vande Moere, "Qualities of Perceived Aesthetic for Data Visualization". Presented at DUX 2007, Chicago, IL & ALTCHI 2007, May 3rd, San Jose, California.
- N Cawthon, A Vande Moere, "[A Conceptual Model for Evaluating Aesthetic Effect within the User Experience of Information Visualization](#)", iv, pp. 374-382, Tenth International Conference on Information Visualization (IV'06), 2006, London, England.

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**References:**

For the privacy of both my professional and personal network, references are gladly available upon request.