

## Tasha Luksa, Senior Interactive Consultant

Content & Interactive Strategy, Information Architecture & Interaction Design, UX Planning & Project Management

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Tasha is a dynamic leader with proven quality assurance and project management experience including but not limited to: strategic planning, operational efficiency, supervision and training, product creation and management, quality assurance, design control and process improvements. She possesses expertise in user needs analysis, usability testing, accessibility, requirements gathering, information architecture, copywriting, content strategy, organic search engine optimization, user interface design, systems analysis, quality assurance and e-marketing. An analytical thinker, she consistently resolves ongoing usability issues and is often called upon to consult on problems that have eluded resolution by others. Creative and design management experience includes diagrams, specifications, flowcharts, wireframes, demos and other various forms of technical and non technical documentation.

With superior project development, management skills and a deep understanding of the end-to-end project cycle Tasha is often responsible for identifying the business of clients and stakeholders to help determine effective solutions. She has the ability to work independently or in a team environment, has demonstrated excellent problem-solving skills, and is detail-orientated, self-motivated and dependable. Her solid organizational and planning skills have earned her a reputation for gaining greater efficiencies from existing resources.

Website: [www.tashaluksa.com](http://www.tashaluksa.com)

Portfolio Access: [www.tashaluksa.com/Portfolio](http://www.tashaluksa.com/Portfolio)

username: branding

password: advertising

### Work Experience

**Razorfish:** New York, July 2011 – December 2011

Interactive Consultant

- Ford Sync, Metlife

- Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**CDMiConnect:** New York, February 2011 – July 2011

Interactive Consultant

- TOBI, Geodon HCP, Sutent HCP, Xolair

- Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**Razorfish:** New York, September 2010 – February 2011

Interactive Consultant

- AXE, EMC, VivaKi

- Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**JWT:** New York, July 2010 – August 2010

Interactive Consultant

- Microsoft, Benadryl

- Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**Fox Mobile Group:** New York, May 2010 – July 2010

Interactive Consultant

- Mobizzo, Bitbop

- Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**CDMiConnect:** New York, January 2010 – April 2010

Interactive Consultant/UX Lead

- Geodon, Lupron, Tobi, Lyrica, Pfizer

- Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**Deutsch Inc:** New York, December 2009

Interactive Consultant/UX Lead

- PNC Microsite

- Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**BBDO:** New York, November 2009

Interactive Consultant

- AT&T Olympic Campaign / Samsung Mythic

- Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**Rapp:** New York, September 2009 – November 2009

Interactive Consultant/UX Lead

- Allii BSP & Website

- Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**BBDO:** New York, August 2009

Interactive Consultant

- AT&T Christmas Gift Guide

- Information Architecture & User Experience, Content Strategy and Configuration Logic

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**Sarkissian Mason:** New York, February 2009 – July 2009

Interactive Consultant

- Zappos.com, 6PM.com, Pathways to Housing, Zappos Couture
  - Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**Digitas:** Chicago, October 2008 – December 2008

Interactive Consultant

- Kellogg's All-Bran, Devry University
  - Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**IP Pixel:** Chicago, July 2008 – October 2008

Interactive Consultant

- Beyond February Microsite, Suaza Tres Generaciones Microsite, Oreo RFP, Pixel Portal
  - Project Planning, Brand Strategy, Information Architecture & User Experience, Content Strategy

**Critical Mass:** Chicago, April 2008 – July 2008

Interactive Consultant

- Moen.com Taxonomy and Guided Navigation Project

**Euro RSCG:** Chicago, March 2008 – April 2008

Interactive Consultant

- Michelob.com Site Refresh Content Strategy, Potbelly.com Site Refresh IA and Strategy

**Ogilvy One:** Chicago, June 2007 – March 2008

Senior Content Strategist, Project Planning / Definition

- Allstate.com Site Refresh, CDW Microsite

**The Royal Order of Experience Design:** Chicago, June 2007 - March 2008

Senior Information Architect, Project Planning / Definition

- Kohler Branding, Mozilla Redesign, Crate & Barrel Canada

**Sapient:** Chicago, March 2007 to June 2007

Senior Associate (Information Architect)

- CDW Site Redesign, RFP Response

**Tribal DDB:** Chicago, January 2007 to March 2007

Information Architect

- Robert W. Baird Financial Services Site Redesign

**VSA Partners:** Chicago, September 2006 to November 2006

Information Architect and User Experience Strategist

- IBM, GE, BP, CHW, First Data, Cook Medical
- (Involved in the in research, design and build of several microsites for Fortune 500 entities)

**Allstate:** Chicago, February 2006 to August 2006

User Experience Architect

- Web Application

**Devlin eBusiness Architects:** Toronto (Canada), June 2005 to February 2006

QA and Content Manager

- New Builds and Maintenance: Lexus/Toyota Canada, Ryerson University, Toronto Public Library

**Go Travel Direct / Fly Zoom:** Ottawa (Canada), February 2005 to May 2005

Operations Coordinator Content

- E-marketing and Site Maintenance: Go Travel Direct, Fly Zoom

**Magma Communications:** Ottawa (Canada), February 2004 to November 2004

Project Coordinator / Junior Internet Architect

- New Builds and Maintenance: Go Travel Direct, Fly Zoom, CV Villa, Magma

## Education

**Carleton University,** Ottawa, Ontario, Canada

Bachelor of Journalism (Minor in History), 2002

**Canadian Marketing Association,** Toronto, Ontario, Canada

E-marketing Certification (Honors), 2006