EXPERIENCE

SENIOR CONSULTANT, USER EXPERIENCE

Pathfinder Associates   Chicago, Illinos   December 2006 — present

PROJECT: Web-based and desktop applications for various clients, large and small

Responsible for the user experience for software deployed on either the web, hand-held devices or desktop computers. Work directly with project stakeholders to gather and understand the business and user requirements. Employing the following methods allow me to convey ideas and quickly iterate during the design phase, and then to coordinate with visual designers and developers for development.

— Use Case/User Activity Diagrams
— Personas to focus scope and user centric design at the presentation layer
— Task Flows for primary and secondary personas and including alternative flows
— Screen flows identifying primary and alternative paths and exceptions

INFORMATION ARCHITECT

G2 SwitchWorks Corp   Chicago, Illinois   May 2005 — November 2006

PROJECT: Web–based full-service travel booking tool for high volume corporate travel agencies

Responsible for the user experience presentation layer of a web-based, corporate travel reservation application to be used primarily by travel agents who were accustomed to a command line interface. Worked closely with industry SMEs iterating and testing prototypes to design an application that took advantage of current technology, addressed the industry's needs and did not sacrifice usability.

— Created personas to identify primary users and introduce user centric design to development team
— Diagrammed user activity and user workflow, including web service requests in later diagrams
— Determined the site structure and navigational taxonomy for multiple user roles
— Developed interactive prototypes for management demos
— Adapted methodology and deliverables to fully integrate with development's Agile methodology

SENIOR ARCHITECT, USER INTERFACE

Digital River, Inc.   Chicago, Illinois   October 2001 — May 2005

PROJECT: Client Console, Multi-Lingual Customer Support & Administrative Portal for new platform

Client console: An initiative to reduce internal costs led to development of a Client Remote Control Console. This web-based application allowed clients to directly setup and maintain their eCommerce catalogs, inventory control, and marketing campaigns. Interally, it eliminated the necessity of account managers dealing with day-to-day requests. Worked closely with Business and System Architect to design and develop a presentation layer that presented an efficient and intuitive user experience, met the business requirements and took advantage of the platform's capabilities while working within the its limitations.

— Diagrammed User Task Flow
— Diagrammed Screen Flows and user interaction
— Wrote functional specifications for development
— Designed and developed visual interface

Customer Support: Digital River's on-site customer call center was using an older application originally intended for a previous platform. They needed one application to streamline the process and allow for greater efficiency. The project was such a success that Digital River decided to open access to their major customers so they could use the application in their call centers. This decision necessitated the localization of the UI into Chinese and Japanese and then various European languages.

— Onsite observation of user environment and methodology of call center operations
— Diagramed workflow to distinguish various alternative paths
— Employed rapid prototyping to quickly iterate design ideas incorporating user feedback
— Designed UI to accommodate internationalization (i18n) and localization (L10n)
— Wrote functional specifications

<u>Administrative Portal</u>: This internal application for account managers and support services was partially developed when Digital River acquired Orbit Commerce. However, development by multiple teams resulted in disparate interface standards between modules. In order to meet the release date, initially worked with Visual Design and Development teams to design, develop and deploy UI standards to create consistent user experience. Subsequent releases focused on streamlining and improving the user experience.

— Created standards & developer style guide for UI uniformity and consistency of user experience
— Identified page patterns and developed templates for same
— Created pattern library of UI widgets in order to maintain UI consistency
— Conducted user testing to determine weakness in workflow

SENIOR INTERFACE DESIGNER

Orbit Commerce   Chicago, Illinois   February 2000 - September 2001

PROJECT: Enterprise level while-labeled website builder application

Designed and developed the user flow for eSymphony suite of web applications, which included a white labeled website builder and a co-branded administrative portal. In addition, provided supervision and instructions to designers on working on client implementations. The start-up was purchased by Digital River.

— Designed and developed user flow for eSymphony applications
— Created lo-fi prototypes
— Designed and developed system for rebranding web applications for enterprise clients.
— Front-end development, including creating graphics, writing the HTML, JavaScript and JSPs

SENIOR WEB DESIGNER

Art.com   Chicago, Illinois   June 1999 - January 2000

PROJECT: eCommerce Website

eCommerce site with merchandise ranging from posters to giclees to high-end black and white photos. An interactive feature allowed users to try different frames and mats before purchase. This start-up was successfully sold to Getty Images.

— Creative contact with Marketing and AOL to incorporate seasonal online campaigns
— Led redesign of shopping cart to improve flow and usability
— Worked with Merchandising to incorporate spot promotions and promotional modules into the site

CONSULTANT/CO-FOUNDER

crablegs.com, a design cooperative   Blacksburg, Virginia   August 1995 – May 2005

PROJECT: Websites for a wide-range of clients and products; crablegs is a loose affiliation of friends who used website design as a creative relief from the rigors of graduate school

CHICAGO SELF-DEFENSE
— Created website for local martial arts school
— Worked with graphic designer to develop logo
Responsibilities included: worked with owner to design and develop a site that was consistent with their new marketing direction.

EBMAS SITES
— Designed and developed template used by various EBMAS schools
Responsibilities included: creating branding; designed the UI; developed the site flow; developed the pages; worked with client to create branding for U.S. websites.

BLUE SPEED
— Created prototype for company's web presence
— Worked with graphic designer to develop logo
Responsibilities included: designed the online branding for this new company; after funding is received, will begin to develop the website.

VIRGINIA TOURISM CORPORATION
— Designed dynamic interface to use information in database
— Debuted website at the White House Conference on Travel and Tourism in 1995
— Co-lead on the 1998 redesign which updated the UI and site flow
Responsibilities included: led design effort for vision of redesign; storyboarding; overall graphical unity for the entire site; design of Events and Post Office areas; content gathering and usability. Client contact for the design side; mentored new designers, incorporating them into the team, explaining the design concept and project goals.

VIRGINIA TRAVEL AND TOURISM INSTITUTE
— Worked with the Director of VTTI to an information site and interactive site for class registration.
— Updated corporate branding standards to include web-based sites
Responsibilities included: designed the UI; developed the site flow; wrote the HTML; worked with client to incorporate their branding on the site.

PROFESSIONAL MEMBERSHIPS
ACM SIGCHI - ACM's Special Interest Group on Computer-Human Interaction
IAI - Information Architecture Institute

PROFESSIONAL SEMINARS
UIE Virtual Seminar   April 2007
Social Design : Web 2.0

Louis Rosenfeld Seminar   September 2006
Enterprise Information Architecture, Chicago

UIE Roadshow   January 2005
Usability Interface Engineering's seminar on Usability Testing, Minneapolis

NN/g   May 2004
Nielsen Norman Group's Usability conference, San Francisco

EDUCATION
Virginia Polytechnic Institute + State University   Blacksburg, Virginia
Master of Architecture

Center for European Studies + Architecture   Riva San Vitale, Switzerland
Course of Study in European Architecture

Virginia Commonwealth University   Richmond, Virginia
Bachelor of Fine Arts
Minor: International Studies
Magna Cum Laude
Phi Kappa Phi