

SELECTED TALKS

"Media and Wireless Communities"
University of Minnesota's Wireless Cities
Communities of Interest Conference
April 2007

"Future of Web and Civic Engagement"
Citizens Leagues' Summer Policy Series
August 2006

"Blogs, Wikis, Podcasts, Oh My"
College of St. Catherine - International Institute for Women Entrepreneurs
June 2006

"Wikis, Blogs, Podcasts, RSS, &More"
American Society of Information Science & Technology - Minnesota Chapter,
July 2005

"Information Architecture at Orbitz.com"
AIGA-Minnesota Experience Design Dialogue Series, September 2003

"You Are Here: Messaging on the Move."
NetContent/Chicago, February 2003

AFFILIATIONS

MNteractive.com
Contributing Author, 2004-2009

Minnov8.com
Contributing Author, 2008

PodcastMN.com
Community Organizer, 2005-2007

Minneapolis College of Art and Design, B.S. Visualization
Adjunct Professor, 2004, 2007

Minnesota Interactive Marketing Association
Group Leader - Industry Trends, 2005
Chapter Secretary, 2004
Volunteer Coordinator, 2004

BrainCo - Minnesota School of Advertising
Professor - Interactive Foundations, 2004-2005

Usability Professionals' Association Minnesota Chapter
Chapter Secretary, 2004

ACADEMIC BACKGROUND

B.F.A. - Graphic Design, Cum Laude
University of Wisconsin-Stout
Menomonie, Wisconsin 1997

EXPERIENCE HIGHLIGHTS

Sun.com Download Redesign, Sun Microsystems (2006-2008)

Redesigned the process flow and individual page templates for downloading Sun's more than 5,000 free software products..

- Leading product teams through defining common download requirements of all products and numerous download scenarios.
- Designing modular interface system for easily presenting individual requirements.
- Completed Phase 1 and Phase 2 documentation ahead of project schedule.

Sun.com Information Architecture Migration, Sun Microsystems (2005-2008)

Designed page templates, structures, and components for numerous sites, products, and processes within sun.com and developer.sun.com as part of a global redesign effort.

- Leading product teams through content analysis and interaction design process.
- Developing, refining, and documenting information architecture decisions based on standardized components and corporate business goals.
- Coordinating with visual design and development teams through site development to ensure a positive customer experience.

Minnesota Judicial Branch Site Redesign, Minnesota Judicial Branch (2005)

Developed comprehensive navigation model and page structure to consolidate state court and ten district court websites.

- Interviewing content publishers at state and district levels to identify most requested information.
- Identifying the similarities and differences between the needs of internal and external audiences.
- Creating comprehensive content maps, and screen-level wireframes for state and district levels.
- Developing and executing browser-based surveys for court website visitors to evaluate navigation models and gauge visitor reaction to prototypes.

Lawson User Interface Standards Development, Lawson Software (2005)

Defined interaction and interface models, patterns, and standards for Lawson's web-based enterprise applications. This included the creation of Lawson-specific controls, page layouts, and defining usage of standard web browser form elements.

- Defining page-to-page navigation models, page layout structure, form element usage, and labeling to increase usability and learn-ability of web browser-based enterprise applications.
- Collaborating with framework development team to understand technology considerations.
- Creating prototypes and guidelines to visualize and document standards.

Target.com Guest Behavior Reporting, Target Corporation (2003-2004)

Compiled & presented weekly reports to the creative team on how their efforts impacted site performance and sales.

- Coordinating with multiple departments to acquire weekly performance and sales data.
- Analyzing quantitative and qualitative data to identify characteristics of performing assets.
- Creating templates and formats to best communicate the week's findings.

Target.com Guest Research & Facilitation, Target Corporation (2003-2004)

Determined methodology and executed qualitative and quantitative guest research including usability, in-depth interviews, in-store observational studies, and email surveys. Recruited Target guests and staff to evaluate existing and in-development systems throughout Target Corporation including internal systems, Target.com, in-store kiosks and sign-age.:

- Consulting with project teams to identify research need and appropriate research methods.
- Formalizing and implementing research strategy.
- Creating prototypes, scenarios, and other artifacts for use in studies.
- Assisting teams in analyzing and applying research finding to their projects.

Orbitz.com Redesign, Orbitz LLC (2002-2003)

Redesigned Orbitz air, car, and hotel purchase paths for leisure and corporate travelers to increase bookings and decrease call center volumes.

- Capturing the customer reaction in usability sessions throughout the design process.
- Analyzing and communicating results of usability test to team members and product owners.
- Reorganizing all sections into a logical, linear, consistent, and modular path.