

# GARRICK VAN BUREN

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## 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 Insti-  
tute for Women Entrepreneurs  
June 2006

**“Wikis, Blogs, Podcasts, RSS, and 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

## PROFESSIONAL AFFILIATIONS

**PodcastMN.com**  
Community Organizer, 2005-2007

**MNteractive.com**  
Contributing Author, 2004-2007

**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

**Graphic Design Exchange Program**  
Fachhochschule Hildesheim  
Hildesheim, Germany 1996-1997

## EXPERIENCE HIGHLIGHTS

### **SUN.COM DOWNLOAD REDESIGN, Sun Microsystems (2006-2007)**

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 (2005-2006)**

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.