

carrie a. lee, ms, cua

san francisco | san jose, california

carrie@carrielee.net | phone: 415.283.8351 | portfolio: www.carrielee.net/design

objectives

- To create great digital experiences and provide results utilizing my passion for emerging technologies;
- To design clean, user-centered, computer applications within a stable and progressive organization;
- To utilize my skills, experience and education in usability and computer application design and development.

expert competencies

- Seven years in usability, user experience design and product management performing heuristic evaluations, cognitive walkthroughs, usability testing, user research, requirements gathering and analysis and information architecture.
- Nine years in interface design, interaction design, wireframing, high and low-fidelity prototyping and web application design and development using, HTML/xHTML, CSS, XML, Dreamweaver, SQL and Microsoft Visio for complex, data-driven, consumer-facing web (internet, intranet and extranet) applications as well as desktop software applications.
- Eleven years in visual/graphics design, reporting and copy writing using Windows, Adobe PhotoShop, Illustrator and the Microsoft Office Suite (Word, Excel, PowerPoint, Access, etc.).

education & certification

- Master of Science (MS), Human-Computer Interaction 2002 - DePaul University, Chicago, Illinois
- Bachelor of Science (BS), Graphic Design / Cognitive Psychology - Bradley University, Peoria, Illinois
- Certified Usability Analyst (CUA) 2006 - Human Factors International, Chicago, Illinois

other computer knowledge

- Intermediate Languages: JavaScript, CFML, DHTML, XAML/WPF, XSL/XSLT, MXML, AJAX and PHP.
- Intermediate Design Skills: Other Adobe Creative Suite Applications (Fireworks, InDesign), Flash, Microsoft's Expression Suite (Expression Blend, Design and Web), SharePoint Designer, Silverlight and Quark.
- Intermediate Software Applications: Visual Studio, Crystal Reports and MOSS 2007.
- Intermediate Computer Skills: Oracle, TOAD, SQL/SQL Server and Mac platform.
- Novice Languages: C#, Flex and ActionScript.
- Methodologies: User-Centered Design, Goal-Directed Design, Agile and Scrum.

professional experience

february 2009 to november 2009

8x8, Inc.

Senior User Experience Designer - Sunnyvale, California

- Responsible for gathering product requirements, defining feature sets and setting product roadmaps as well as requirements analysis and user research.
- Responsible for creating usability test plans, facilitating usability tests, and producing reports for recommended feature enhancements and improvements.
- Responsible for interaction design, user experience design, visual design and graphic design - including creating wireframes, high and low-fidelity prototypes as well as designing logos and icons.

- Worked on projects such as:
 - A Flex-based web conferencing application with VOIP, chat, meeting management and content sharing – virtualmeeting.8x8.com.
 - A Flex-based communication management application with live calling, fax, chat, email, text messaging and web conferencing - uc.8x8.com/uc.
 - A web-based account management tool for customers.
 - A web-based account management tool for sales agents.

june 2007 to december 2008

Magenic Technologies

Senior User Experience Consultant - San Francisco, California (*relocation/promotion*)

User Experience Consultant - Chicago, Illinois

- Responsible for gathering and owning product requirements, defining feature sets and setting product roadmaps as well as requirements analysis and user research.
- Responsible for heuristic evaluations, cognitive walkthroughs and information architecture; as well as creating usability test plans, facilitating and conducting usability tests, and producing reports for recommended feature enhancements and improvements.
- Responsible for product management, creative direction, interaction design, user experience design, visual design and graphic design - including creating wireframes, high and low-fidelity prototypes as well as designing logos and icons.
- Worked on projects such as:
 - A conceptual Web 2.0 merchant coffee shop application for a large credit card company using bleeding-edge Microsoft Surface tabletop technology (including multi-user table transactions, music and photo sharing, as well as an entertaining multi-user tabletop game).
 - A large, high-usage commercial, Windows WPF desktop, multi-monitor security application for a major security/electronics corporation.
 - A major consumer-facing medical residency student matching web application.
 - Several SharePoint Web 2.0 intranet web portals for large organizations/retailers (including personal weather, social bookmarking, blogs, and wikis).
 - A consumer-facing Web 2.0 SharePoint web application for a city government (including transactions and a live help chat application).

october 2006 to may 2007

User Interface Design / Usability Consultant

Piocon Technologies, Chicago, Illinois

- Responsible for conducting user research; performing information architecture; creating usability test plans as well as facilitating and conducting usability tests.
- Responsible for creative direction, interaction design, user experience design, visual design and graphic design - including creating wireframes and high and low-fidelity prototypes.
- Worked on projects such as:
 - A mobile, wireless touch-screen application for a large police department.
 - Several wireless medical device applications for a health care organization.
 - Several corporate intranets.

march 2004 to october 2006

Technology Manager, Division for Legal Services / Usability Analyst

American Bar Association, Chicago, Illinois

- Responsible for all consumer-facing web site products within the ABA's Division for Legal Services including the division web site, 11 committee web sites, findlegalhelp.org, several internal web sites and many CD web applications (www.abalegalservices.org , www.abalegalservices.org/committees.html).

- Responsible for the product redesign of www.findlegalhelp.org from requirements gathering and usability testing to prototyping/design and final CFML/HTML/CSS/SQL coding.
 - Responsible for usability testing and information architecture activities for redesigning the ABA web site, the ABA Web Store and the ABA Intranet. (www.abanet.org, www.abanet.org/abastore).
 - Responsible for analyzing and reporting usability test findings; recommending improvements, upgrades and enhancements to feature sets; wireframing and prototyping new direction of the redesigned web site, ABA Web Store and ABA Intranet.
- ❖ **The ABA Web Store was named one of Internet Retailer's Top 500 Retail Web Sites in July 2006. At the time, the ABA Web Store was the only association Web site to be recognized for online retail excellence.**

march 2002 to february 2004

Manager, Information Services & Usability

International Association of Defense Counsel, Chicago, Illinois

- Responsible for all information technology and usability issues within the association including: web site product management, web design and development, visual, graphic and print design, database and information design, network administration and telephony (www.iadclaw.org).
- Major projects included:
 - Developing a consumer-facing online shopping cart (books, apparel, video and audio).
 - Developing a custom meeting registration system for association members.
 - Developing a custom administrative solution for content management for association staff.
 - Developing and programming a custom telephone auto-attendant to streamline staff efficiency and direct incoming call flows.

august 1999 to august 2001

Classified Ventures, Inc., Chicago Illinois

Associate Producer – Apartments.com (*promotion*)

Lead Ad Trafficker (*promotion*) / Ad Trafficker

- Created, modified and maintained 140 Apartments.com co-branded affiliate web pages by creating page layouts, graphics, icons and style guides (www.apartments.com/chitrib, www.apartments.com/honolulu)
- Managed banner advertising department and provided sales support with inventory and impression reports (using Doubleclick's DART).
- Managed and lead a four-person ad serving team.
- Created, modified and maintained interactive client banner advertising images.

november 1997 to august 1999

Account Coordinator

TMP Worldwide (formerly Austin Knight Advertising), Chicago Illinois

- Designed and wrote recruitment advertisements for clients to run in newspapers, magazines and online;
- Worked directly with customers (Enterprise, Hamilton Beach) and vendors (Chicago Tribune, Time, monster.com);
- Worked under tight deadlines, supported team members, and utilized written and verbal communication skills.

organizations

- Usability Professionals Association (UPA) 2001
- SIG CHI (Chi-Squared/BayCHI) 2001
- Human Factors & Ergonomics Society (HFES) 2002
- Women In Technology - 1999
- Silicon Valley Flex User Group, San Jose, California – 2009