

CARRIE A. LEE, MS, CUA

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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 experience and education in usability and computer application design and development.

expert competencies

- Eight 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.
- Ten 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.
- Twelve 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 - DePaul University, Chicago, Illinois
- Bachelor of Science (BS), Graphic Design / 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

june 2010 to present

E*TRADE Financial

Experience Architect, Active Trading – Menlo Park, California

- Responsible for the user experience and usability of new features for the Power E*TRADE Pro product as well as certain new features for the E*TRADE website.
- Responsible for recommending feature enhancements and improvements.
- Responsible for user research, competitive analysis, paper prototyping, wireframing, documenting specifications and developing interactive prototypes.
- Responsible for conducting feedback sessions, environmental profiles and usability testing.

december 2009 to june 2010

Senior Human Factors Engineer

Illumina, Inc. (6 month contract with Aerotek), Hayward, CA

- Responsible for gathering product requirements, defining feature sets, requirements analysis and user research for genetic analysis instruments, software, web applications, as well as mobile remote monitoring applications.
- 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 and visual design - including creating wireframes, high and low-fidelity prototypes as well as XAML designs for WPF desktop and instrument software and HTML/CSS for web/mobile applications.

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, integrated Cloud Communications Solution for communication management with live calling, fax, chat, email, text messaging and web conferencing. **This product recently won INTERNET TELEPHONY(R) Magazine's Thirteenth Annual Product of the Year Award, recognized for Outstanding Innovation.**- uc.8x8.com/uc.
 - A web-based account management tool for customers and 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 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.
- 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.

organizations

- Usability Professionals Association (UPA) 2001
- Human Factors & Ergonomics Society (HFES) 2002
- SIG CHI (Chi-Squared/BayCHI) 2001
- Women In Technology - 1999