

Principal Consultant, User Experience

4/07-Present

MISI Company

- Engage clients to understand perceived business problems (communication, marketing, internal processes, etc.) or issues related to clients' web or software interfaces
- Lead research initiatives including stakeholder interviews, contextual inquiries, experience observations, card sorting, scenario walk-thrus, participatory design workshops, usability testing, heuristic evaluations
- Analyze research results and document user experience findings and design recommendations through wireframes, experience maps, process diagrams, reports, etc.
- Present findings and recommendations to key stakeholders
- Recommend appropriate change management, governance or measurement standards to ensure effective execution of user experience recommendations
- Manage ongoing client relationships
- Create proposals and scopes of work, recommend resources, provide time and budget estimates
- Manage research analysts and information architects; delegate research and design work

Director, Use & Usability

1/02-4/07

Rosetta Marketing, Experience Architecture Department

- Ensure all designs are relevant, valuable and useful to customer across multiple channels, as well as intuitive and respectful of customer expectations and emotions
- Interact with client and business strategists to assess business needs and lead team in balancing those needs with customer needs
- Conduct appropriate customer research, including needs and task assessment interviews, contextual inquiry, experience observation and usability testing at various phases; manage research process and progress
- Translate research findings into experience design documents for the customer experience across program elements and channels, including personas, wireframes, site maps, functional specifications, use case scenarios, and flow diagrams
- Manage experience and information architecture process, resourcing and professional development for all Rosetta solutions, \$15MM+ of business
- Collaborate closely with Creative, Content, Technology, and Quality Assurance departments to ensure full team approval and implementation of experience strategy
- Present experience design documents to internal teams and to clients
- Work with the Nielsen Norman Group on integrating usability principles to Pfizer sites, served as lead agency contact to assist with pilot and corporate rollout
- Conduct heuristic reviews of web site, e-mail and application designs, including competitive work; determine usability improvements and communicate them to internal team and/or client

Training & Conferences

- World Usability Day – Innovations in Healthcare, Keynote speaker *Designs from Experience*, Princeton, NJ chapter of UPA
- Adaptive Path, *Managing Experience Through Creative Leadership*, 2007
- UPA NY & Frog Design, *User Experience Meets Industrial Design*, 2007

laura keller
www.laurakeller.net

616 jersey ave apt 2 | jersey city, nj | 07302
frauleinlaura@gmail.com | 732.266.8671

- Dynamic Graphics & Punchcut, *Designing for the Mobile User* (webinar), 2007
- Adaptive Path, *Designing for Interaction*, 2006
- The Information Architecture Institute, *User Interfaces for Physical Spaces*, 2005
- Adaptive Path, *User Experience Week*, 2005
- Human Factors International, *The Science and Art of Effective Web and Application Design*, 2004

Awards

- The Rosetta Award for Employee of the Year, Rosetta, 2005
- The Shining Star Peer Recognition Award, Rosetta, 2004

Other Relevant Experience

Content Manager

9/01-12/01

AT&T Wireless, Customer Care Department

- Develop intranet site to serve as knowledge base for Fixed Wireless employees
- Create complete site architecture, including all organizational and navigational strategies, based on needs of various site users
- Organize diverse forms of information, including M&Ps, process flows, and training manuals, for ease of use on the site
- Serve as editing and writing resource for technical writers

Technical Communicator

4/00-7/01

Genuity, ePubs, Information Design and Web Publishing Group

- Developed site architecture for three-hundred page web site, including labeling and navigation to facilitate effective user interaction
- Researched and entered user-centered design guidelines into database for use when creating internal/external web sites, GUIs, etc.
- Planned and implemented usability tests of the database, including task and user profile analysis
- Produced online help file for database

Education

Master of Technical and Professional Writing, Northeastern University, June 2001
Concentration: Web and Information Design
Summa cum laude

Bachelor of Arts in English, Salisbury State University, May 1999
Summa cum laude