

## Objective User Research & Design Leadership for easy & effective user experience

Portfolio [http://keyinterface.com/Portfolio/Portfolio\\_Index.html](http://keyinterface.com/Portfolio/Portfolio_Index.html)

### Summary

- 10 years experience working in User Experience for enterprise and complex technology
- Evangelist for establishing user centered design throughout product life cycle
- Flexible in applying, modifying, and learning a variety of qualitative and quantitative research methods
- Effective, dependable leader for implementing research into the business
- Project management for user research projects
- Analysis of complex domains using cognitive work analysis approaches
- Designing experiences with ecological, behavioral, information processing, and design principles
- Solving design problems with user research and design principles
- Collaborating among organizations and bringing agreement to user experience issues
- Methods: interviews, surveys, focus groups, usability tests, remote studies, data log analysis, A/B testing, card sorting, personas, participatory design, field studies, task analysis, RITE

### Education

**M.S. Human Factors and Ergonomics**, concentration in HCI **2006**  
San Jose State University  
**B.S. Psychology**, Minor in Anthropology **1997**  
University of Houston

### Skills

- Passionate about user experience and innovation
- Excellent analytical and observation skills
- Collaborating with cross functional team members using tactful approaches
- Creating design proposals in wireframes, storyboards or light-weight mock-ups
- Experience with Omnigraffle, Visio, and other design tools including some Adobe CS
- Data capture and processing tools: SPSS, Morae, WebEx, Camtasia Studio
- Online Surveys: SurveyMonkey, ConfirmIt, SatMetrix, Vovici

Feb 2010 -  
Present

**CISCO SYSTEMS INC.**, San Jose, CA  
**Consultant, Sr. Human Factors Engineer**, Service Experience Transformation Team, Customer Advocacy Group

- Service Experience Consulting: Focus on improving the end to end customer service experience using research to inform strategic direction
- Conducted conceptual research and delivered innovative ideas for transforming the technical customer service experience.
- Designing possibilities for next generation service experience
- Currently driving efforts with business leaders to implement innovative features into the customer experience, some are already implemented
- Research Project Management: managing schedule and resources for research projects
- User Research Lead: formulate research strategy, test design, execution, analysis, and presentations
- Executing user research on as needed basis: research for information architecture, AB comparison tests, usability tests, interviews, and more.
- Streamlining participant recruiting process, leading efforts in establishing recruiting program
- Providing UE support on executive sponsored strategic customer research, facilitated changing the team's mindset from paralysis towards flexibility, proposing solutions for premium customer experience, creating storyboards to illustrate concepts for to-be customer experience
- Providing UE support on development of Knowledge Centered Support tools that enable support engineers provide personalized service
- Focused on skill development in graphic & visual design, color theory, drawing, and visual communication

2008 – 2010

**Part-time Independent Consultant**  
Maternity Leave

- Attended StartUp Weekend Mountain View at Hacker Dojo, pitched traffic alert idea for startup
- Supported Medilist for graphic design and voiceover on a VOIP application used for personal in-home health monitoring
- Supported Verdant Event and proposed UI designs for green conferencing website
- Mentoring UX Researcher/Designer in her early career

2007 – 2008

**CISCO SYSTEMS INC.**, San Jose, CA  
**Consultant, Sr. Human Factors Engineer**, Business Transformation Office

- User Experience Consulting: analyzing and designing user interface of new business tools, evangelizing user experience to the broader team
- Project Lead: Provided strategy and insight for research projects, defining metrics, outlining project deliverables, training and coordinating work between 4 researchers
- Project management: Created and improved research processes for consistency and cost effectiveness, cost savings projected at \$10 saved per dollar spent
- Discovered opportunities to implement Web 2.0 technologies
- Produced wireframes and user flows to illustrate new functions in the user interface

- Conducted research on Generation Y and Web 2.0 features

2005 - 2007

**YAHOO! INC.**, Sunnyvale, CA  
**Design Researcher**, Advertising Systems Group

- Specialized in user productivity improvements, removing barriers to user adoption
- Performed cost effective user studies using various research methods, including international usability test with users from domestic and international regions
- Analyzed usage log data for trends and segments of user population, used SPSS
- Created task models, task flows, wireframes, domain decomposition
- Developed body of knowledge through research
- Presentations to drive product strategy and promote cross functional collaboration
- Successfully evangelized user experience research to product team who adopted research into their product development process

2004 - 2005

**SIEBEL SYSTEMS**, San Mateo, CA  
**Usability Engineer**, User Experience Group, CRM

- Worked in product management team specializing in defining and prioritizing user experience requirements, delivering UI wireframes to drive direction of design
- Catalyst for establishing a systematic approach to user feedback gathering
- Conducted remote and lab-based usability studies, surveys and benchmark testing
- Compared usability across two versions using statistics to show areas of improvement. Used SPSS, MS Excel for statistics
- Adapted user-centered design activities for rapid development cycle
- Led efforts for exploring remote testing methods to facilitate meetings with international customers

2001 - 2003

**IBM CORPORATION**, San Jose, CA  
**Human Factors Engineer**, User-Centered Design, Storage Systems Group

- Conducted formative usability tests, and identified areas requiring immediate change
- Facilitated focus-groups with storage administrators for early design feedback
- Performed field study, collected baseline data and established guidelines for new concept
- Conducted surveys to gather and validate user requirements and prioritize features
- Improved user experience on three operating systems with recommendations from usability tests, Corrected a severe mismatch between design and user mental model
- Evaluated "out of the box" experience to develop automated installation processes
- Led team and coordinated participation in storage industry conferences for cost effective user feedback sessions with target users

1998-2001

**Sleep Clinics:** Clinical Monitoring Center, Sequoia Hospital, Memorial Hermann Hospital

**Sleep (Polysomnographic) Technologist**

- Conducted 1000+ EEG sleep studies for diagnosis and treatment of sleep disorders
- My experience using various medical devices and EEG & EMG technology spurred my interests in Human Factors & Ergonomics

1997-1998

**BAYLOR COLLEGE OF MEDICINE**, Houston, TX  
**Neuropsychology Research Assistant**, Department of Neurosurgery

- Conducted 100+ experimental trials for clinical research, data collection, early analysis
- Results published in Journal of Neurotrauma

1996 - 1997

**UNIVERSITY OF HOUSTON**, Houston, TX  
**Student Research Assistant**, Department of Neuropsychology

- Conducted 100+ experimental trials, recruiting, data collection, early analysis
- Results published in Journal of Clinical and Experimental Neuropsychology

Volunteer

**The Parents Club of Palo Alto and Menlo Park**  
**Vice President of Web/Online Community**

2008 - Present

- Manager for web team's activities related to managing forums, content management, web operations
- Lead volunteers to resource the web team and execute new projects for organizing content effectively and fulfilling leadership goals
- Site administrator for access, maintenance, and technical help for a local 4,000+ member social network

**Publications**

Hannay, H.J., Feldman, Z., Phan, P., Keyani, A., [REDACTED], Goodman, J.C., Robertson, C.S. "Validation of a controlled cortical impact model of head injury." Journal of Neurotrauma, 1999 Nov;16(11):1103-14.

Hiscock, M., J.S., Caroselli, Kimball, L.E. [REDACTED] "Performance on paced serial addition tasks indicates an associative network for calculation," Journal of Clinical and Experimental Neuropsychology, 2001, Vol.23, o.3, pp. 306-316.

