

Summary

Experience Design professional with a primary focus on exploratory user research in the service of product definition. Strongly grounded in user-centered design methodologies and participatory approaches and committed to creativity in the application of those methods.

Skillsets

- User research (ethnography, contextual inquiry, structured interviewing, inter/active focus groups)
- User experience strategy
- User-centered interface design
- Usability testing (interface assessments and design validations)
- User experience benchmarking and adoption studies

Experience

Principal, Interfacility, June 1999 – August 2001 and November 2002 - present

- Clients: Microsoft, The Gap, Intuit, Adaptive Path, Ameriprise, Archstone-Smith, Claria, Blue Shield, Lucent Technologies, Orbitz, WebTV, Thomson West, Palo Alto Jazz Alliance, Red Sky Design, Camdens, Fitzroy Dearborn
- conducted a broad variety of user studies, from usability testing in formal lab settings for purposes of design validation, to structured interviews and unstructured ethnographies as part of the service and product development lifecycle
- worked with a broad range of participants on a wide variety of research questions, from information-seeking in electronic environments to television-viewing preferences, from music and photo sharing habits to portal customization, and from sustaining mechanisms of communities of music fans to preferences for the delivery of motion footage stock
- developed information architecture, taxonomies, and interaction design for:
 - social computing applications, including collaboration and knowledge management tools
 - ecommerce sites
 - financial services sites
 - corporate intranets and enterprise portals
 - corporate news and communications sites
 - distance learning/lab reservation tools and training catalogs
 - content management system deployments
- developed and presented product and service roadmaps on the basis of above research programs
- developed and executed a user experience benchmarking and metrics approach for a large-scale project to improve productivity and internal communication

eBusiness Manager, Blue Shield of California, August 2001 - January 2003

- built a strong Experience Design practice in the eBusiness group, delivering design strategy, feasibility studies, iterative design services, user research, and usability evaluations
- developed a pharmacy services strategy and interface for mylifepath.com, including a drug knowledge database, formulary lookup, and pharmacy claims portal, on the basis of a comprehensive research program
- developed an eBusiness strategy for the internal HR organization, including an intranet redesign, HR process redesign, integrated self-service capabilities for employees, and performance management tools for managers and supervisors
- conducted extensive usability testing on the Blue Shield intranet and supported the distributed intranet author community with design and editorial challenges
- delivered strong leadership and project management for more than 30 internal Web projects, improving administrative efficiency

Marketing Web Manager, INS (Lucent/Netcare), 1998 - 99

- directed website redesign, including interaction design, architecture, branding, content development, infrastructure redesign, and promotions planning
- carried out user research, developed user requirements, and conducted usability testing for architecture and interactivity
- developed and implemented CRM strategy (focus on lead generation, conversion optimization, and promotions strategy)
- established and disseminated coding standard (XHTML, HTML4.0, Accessibility standard)
- developed new content, including white papers, product and other demos, and marcom materials
- developed competitive metatagging standard to reflect a branding strategy, internationalization, and a dual audience strategy
- led a comprehensive team made up of the web marketing group, IS web services, design firm, and outside consultants

Web Manager, Stanford Law School, 1996 - 98

- designed and built a website for multiple audiences from the ground up, defining the mission, analyzing constituencies, identifying marketing opportunities, and devising an implementation plan
- developed an infrastructure, information architecture, and interaction design to accommodate the site's different audiences
- integrated an array of independent sites into a unified, highly navigable overarching site, in which users easily identified their own interaction path
- managed a team of Law School employees and outside consultants to implement design
- conducted a technology assessment, set requirements, and managed the installation and configuration of in-house servers and software
- built a distributed publishing infrastructure that enabled departments, organizations, and individuals to create their own content
- developed community services with distributed administration capability
- initiated and led a project tasked out of the Dean's Office to assess current and future organization-wide database needs, coordinating a team of top law school managers and outside consultants

Project Manager (External Relations), Stanford Law School, 1995 - 97

- developed and wrote business plans that raised more than \$3 million from corporations, foundations, and government
- researched funding opportunities, devised fundable projects, developed budgets, coordinated faculty and university sign-off, and met strict deadlines
- managed redesign of Law School application brochure, "Studying Law at Stanford," writing copy, selecting photos and managing photographers, graphic designers, and printers

Assistant Editor, Fitzroy Dearborn Publishers, 1996 - 98

- baseline edits and final reads to ensure quality and consistency of content of *Encyclopedia of the Novel* (Chicago: Fitzroy Dearborn, 1998)

Owner, Lingua Communications Services, 1991 - 96

- owner of a small business that provided editorial services, writing, and translations for a wide range of companies, including AT&T, Gale Research, St. James Press, and Ecumenical Development Cooperative Society
- technical, scientific, business, and liberal arts writing
- involved with several large publishing projects with multiple authors, serving as a resource for overall editorial review and for remedying work that fell short of requirements

Adjunct Professor, Chicago State University, 1992 - 95

- taught Philosophy of Science, Composition, and Business Writing courses
- initiated a drive to adopt a new examination and grading system in the university's composition program
- identified student needs, reviewed alternatives, set student-focused requirements, and developed a recommendation to the department
- marshaled an array of external resources, including support from the administration, faculty union, and students, to persuade the department to adopt the new program (which has resulted in significantly higher pass rates)

Education

- 1995 - Ph.D., Comparative Literature (Renaissance), Yale University
Dissertation: "Divine Representations: Transcendent Allegory in Renaissance Narrative Poetry"
- 1982 - M.A., English, University of Utrecht (Netherlands)
- 1980 - B.A., English, University of Utrecht (Netherlands)

Publications, Lectures, and Courses

- "Integrating Intranets" BayCHI Usability BOF, May 2004
- "15 Iterations to Nirvana: Benchmarking the Intuit Intranet," Intuit Customer-Centered Development Offsite, April 2004
- "Expectation Patterns: Designing for the Intranet," Intuit Customer-Centered Development Offsite, November 2003
- "Participatory User Research" lecture to the CHIFOO (Oregon CHI group), May 2002
- "Designing Experience," Stanford Continuing Studies Program, Winter Quarter 2002 (10-week course)
- "Understanding User Experience: Ethnography, Contextual Inquiry, and Other Qualitative Methods to Get a Better Handle on Users," BayCHI panel, May 2001
- "In Praise of Inefficiency: Notes from the Ethnography Underground," November 2000
- "Stanford Law School Website: Expectations and Objectives," July 1997 (available upon request).
- "Schematics of Stanford Law School Website: Top Level Components," July 1997 (available upon request).

Languages

- Dutch (native speaker)
- English, French, German (fluent)
- Spanish, Italian (reading ability)

Volunteer Work in Literacy

2006-07	VOLT (adolescent literacy project): executive committee member
2005-06	Just Read (adolescent literacy project): volunteer tutor and executive committee member
1986-87	Cabrini Green Mentoring Project: mentor
1983-85	New Haven Literacy Project: ESL teacher