

DEB BROWN

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KEY SKILLS

User Experience Design/Management
Conceptualize and Develop UX systems
Wireframe/Experience flow diagramming
Usability Knowledge Base
Client Presentation Skills
12+ Years Internet Experience

User Experience Designer/Consultant

Provide innovative User Experience solutions that align business goals with user needs. Execute and manage all phases of UX for web application development including requirements gathering, process flows, site maps, wireframes and usability testing.

- Highly skilled in working with clients to develop a rapport with users and obtain focused requirements that directly meet users needs.
- Provide both strategic and tactical expertise to create highly useable web applications.
- Experienced in many iterative SDLC methodologies such as RUP, Agile, Extreme and more traditional processes such as waterfall.

EXPERIENCE

Principal/Owner Aligned Structures

User Experience Lead – Memento Security

Develop User Experience Vision, Re-Design UI/UX for software suite.

Director of User Experience – Equilibrium Solutions

Fifth employee hired at sustainability start-up. Conceptualized, documented and implemented complete UX system for enterprise level software development project in a SaaS environment. Developed an extensible, modular UX structure to accommodate the full software development range from a single application to full enterprise suite. Created new visualization technique for large data sets reducing user effort from 12 clicks to 2 in accessing information while maintaining context. Created screen mock-ups used for VC and Lighthouse partner presentations to express the overall vision of the product.

Principle User Experience Architect – Iron Mountain

Brought in to develop a long term vision for combining 12 disparate records management applications into a single user interface and experience. Worked with Product Management, Product Delivery, Engineering and Customers to implement a User Centered design process. Provided a vision for the ultimate product (4-6 years out) and created strategies for interim implementations and integrations. Vetted User Experience scenarios and UI design with customers, translated requirements into experience flows and wireframes. Developed a set of UI standards for engineering to streamline UI development. Provide UX guidance on a daily basis for product strategy and development.

Digitas/GM – Developed diagram based representations for use cases accepted and the standard for all use case creation. Reviewed and analyzed detailed business requirements. Translated business requirements into flows to support a service based architecture. Created user experience flows and all use cases to support those flows.

Brought in midstream on the Digitas requirements gathering process for GM to develop a deliverable for use cases. The project encompassed the full range of GM and GM brand web sites using a service oriented architecture to support the implementation. The first hurdle was to develop a way to present use cases that would be understandable to lay people to clearly express user experience needs as well as provide a clear understanding of process for developers. To accomplish this I created a modified version of the RUP standard swim lane diagrams. These diagrams were praised by GM as being exactly what they needed to communicate this information to potential suppliers and they were adopted by Digitas as the standard for the project.

Once accepted as the standard deliverable for use cases I was tasked to create these diagrams for all user requirements gathered. In addition high level user experience flows were created to supplement these use cases.

Trip Advisor- Developed UI for Xwiki implementation on web site. Gathered requirements, created experience flows and wireframes. Built clickable prototype for base level user testing. Managed creation of working prototype for lab based usability testing. Quickly translated all test findings into solutions for implementation.

State Street Bank (IBM)

Worked with Custodial Group at State Street to gather requirements and conceptualize investment management reporting system for independent fund advisors. Created flow diagrams, wireframes, functional click through and conducted user review and feedback sessions.

IBM – Marketplace (Internal application)

Worked with software development team to support use case development with wireframes, translating scenarios and use cases into user interfaces for complex administrative application.

IBM – Altria Identity web site

Developed flows and wireframes for administrative communications application, translating user requirements into scenarios to develop user interfaces and process flows for the application.

Staples – Component application for Staples.com web site

Created process flows and user interface for standalone application to be integrated into staples.com web site. Executed competitive research analyzed against business requirements to develop a best of class application experience. Provided experience flows and wireframes used to develop use cases.

IBM – LL Bean web site

Analyzed current processes for various site functionality and provided solutions to enhance user experience.

EDUCATION

School of The Museum of Fine Arts - Boston, MA
Studies in drawing, electronic imaging and graphic arts.

Bowdoin College - Brunswick, ME
B.A. Economics, May 1980

PROFESSIONAL ASSOCIATIONS

Member ACM SIGCHI (Association for Computing Machinery – Special Interest Group on Computer Human Interactions)
Member UPA (Usability Professionals Association)