

## **DEB BROWN**

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dbrown@alignedstructures.com

## **KEY SKILLS**

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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/Information Architecture Professional***

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**

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### **Principal UX Architect/Technical Product Manger**

Iron Mountain Digital (December 2009 – November 2010 – Layoffs due to restructure)

Asked to return to Iron Mountain Digital to complete project originally hired for in 2006 and build UX program foundations to support entire product management staff as a replacement for User Experience department. Developed processes and artifacts to support 11 different products/product managers for all Iron Mountain Digital offerings. Established process and format for standards library. Provided detailed wireframes, concept maps, personas and other deliverables as needed.

### **Freelance UX Design**

Various clients (November 2008 – December 2009)

Provided UX services to various small clients and maintained a blog on UX Design – [www.alignedstructures.com](http://www.alignedstructures.com).

### **Director of User Experience**

Equilibrium Solutions (November 2007 – November 2008 – *layoffs due to lack of funding.*)

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 (March 2006 – November 2007)

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.

### **User Experience Consultant**

Aligned Structures – Sole Proprietorship (November 2002 – March 2006)

#### ***Projects:***

***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.

### ***Director of Information Architecture***

Arnold Worldwide (April 2001 – November 2002)

Director of Information Architecture department for Arnold Worldwide. Responsible for hiring and developing new talent, implementing standards, maintaining standards, inspiring and educating department members and providing the vision for what Arnold Information Architecture should be. Required to be executional as lead on several accounts. Additionally developed many key concepts and strategies for IA that are used to help sell Arnold Worldwide Interactive Capabilities to potential clients.

Lead IA for [www.vw.com](http://www.vw.com), [www.royalcaribbean.com](http://www.royalcaribbean.com), [www.truth.com](http://www.truth.com), [www.monster.com](http://www.monster.com), [www.southerncomfort.com](http://www.southerncomfort.com). jetBlue and New Business Pitches

- Developed New Business positioning and strategy for IA to differentiate Arnold in the marketplace to sell new opportunities.
- Implemented ISO Usability Standards as the core foundation in the Arnold development process.
- Established “creative science” process allowing new usability concepts to be developed for innovative approaches that are informed and substantiated by valid research.
- Created key deliverables as stand alones to be used as new client entry points – Heuristics Reviews, Architectural Strategies, Usability Testing Reviews.
- Conceptualized and executed re-works and restructures of site segments, mini-sites and process flows.
- Hired and trained new department members to expand capabilities and productivity.
- Developed key architectural strategy for new design of vw.com and royalcaribbean.com.
- Enhanced vw.com site usability by 20% in response to JD Power Auto Manufacturers Web Site Study.

### ***Senior Information Architect***

Arnold Worldwide (October 2000 – April 2001)

Lead IA for [www.vw.com](http://www.vw.com), [www.jetblue.com](http://www.jetblue.com), [www.royalcaribbean.com](http://www.royalcaribbean.com)

Hired as the first IA for Arnold Worldwide. Built a department, process and documentation standards for project deliverables – sitemaps, experience flows and wireframe styles. Worked within the unique Arnold Creative structure to integrate Information Architecture into the process while preserving creative ownership and brand expression.

- Created and standardized sitemaps, wireframes and experience flows as required IA deliverables.
- Conceptualized and executed re-works and restructures of site segments, mini-sites and process flows.
- Hired and trained new department members to expand capabilities and productivity.

### ***Information Architecture Consultant***

Various Clients (March 2000 – October 2000)

[www.warburg.com](http://www.warburg.com)/[www.worldlyadvisor.com](http://www.worldlyadvisor.com)

Provided strategic and conceptual direction through IA to deliver new content strategy to users in a unique manner for this financial services client. Concepts and content elements were proven to be fully aligned with user needs through user testing and focus groups.

\*Developed content/site structure strategy to deliver integrated user experience and accomplish marketing objectives.

\*Developed strategic IA maps and documents.

\*Created page schematics and flows to describe user experience.

\*Collaborated with design teams and html engineers to execute strategy.

corporate.britannica.com

Conceptualized and executed site/IA strategy to reposition Britannica Corporation as an information company, not just an encyclopedia producer.

\*Developed strategic IA maps and documents.

\*Created page schematics and flows to describe user experience.

\*Collaborated with design teams and html engineers to execute strategy.

### **Executive Producer/Project Process Manager**

PARTNERS & Simons - South Boston, MA (April 1999 – March 2000)

Executive Producer for all interactive projects

### **Producer/Project Manager**

iXL, Inc. - Cambridge, MA (February 1999 - April 1999)

### **Principal/Owner**

dbdesign, Arlington, MA. (1994 - 1999)

Web Site Architect/Designer, Developer for corporate clients. Analyze business needs for sites, conceptualize, design, create and implement Web Sites managing projects through full life cycle.

Major Projects:

#### **The Fabulous Sportsbabe/ABC Radio Networks - New York, NY (February 1998-present)**

Hired as Analyst, Creative Director, Site Architect and Designer for The Fabulous Sportsbabe, syndicated sports talk show host for ABC Radio.

#### **Wainwright Bank and Trust Company - Boston, MA (May 1997- May 1998)**

Conceptualized, designed, executed and implemented look and feel, architecture and navigational structure, page layout, and graphics for 100+ page site using HTML, javascript and CGI scripts.

#### **The Jimmy Fund - Boston, MA (1995-97)**

Pro-Bono service as Site Designer/Architect, Creative Director and project manager for The Jimmy Fund Web Site.

## **ADDITIONAL BUSINESS EXPERIENCE**

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Putnam Investor Services - Quincy, MA  
Operations Manager, Closed-End Funds

Boston Financial Data Services - Quincy, MA  
Assistant Operations Manager

Fidelity Investments - Boston, MA  
Account Executive, Preferred Services

## **EDUCATION**

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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**

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