

**□ Summary**

- Interaction designer with 10+ years of specialization in web sites and web applications.
- Dozens of successfully completed web site design projects for large and small organizations.
- Extensive usability testing and analysis experience for web sites, including remote testing.
- Experienced in diverse team environments with designers, programmers and managers.
- Fully experienced in wireframing, documentation, visual design, HTML, CSS and Flash.

**□ Professional Experience****Senior Interaction Designer**

02/2007 to Present – Pandora Media, Inc. (Pandora.com) – Oakland, CA and Chicago, IL

Pandora is a two-year old startup and has recently grown to become the leading Internet radio music service. As the sole interaction designer in the Creative Group my responsibilities have covered interface design, design strategy, information architecture, usability testing and generative research in the redesign and ongoing development of our main web presence. In addition to Pandora.com, my experience has extended to developing our application for the iPhone, cell phones, facebook.com, computers (for HP), and various electronic devices such as Comcast set-top boxes and Samsung DVD Players.

I have specifically developed the conceptual design and documentation including wireframes, flows, and storyboards to guide our engineers and visual designers in the development of new or improved products. In addition, I have overseen all usability testing, including developing in-house remote testing techniques and also overseeing outside vendors.

I work extensively with the Chief Technology Officer, Creative Director and Product Managers to develop design strategy for implementing new features such as social networking and making improvements in areas such as customer conversion and retention.

I currently work for Pandora remotely from my home in Chicago. Prior to July 2008 I worked at their headquarters office in Oakland.

**Senior User Experience Specialist**

01/2006 to 02/2007 – California State Automobile Association (AAA) – San Francisco, CA

As the lead user experience designer in the Internet Channel Group, I was responsible for ensuring that the best possible user experience was designed and developed for the consumer-facing web site released in late 2006. My responsibilities included:

- Research, develop and communicate best possible web design standards for the redesign of the consumer-facing web site
- Manage development of web design standards carried out by contractors.
- Create and communicate design solutions in the form of Photoshop and HTML mockups, wireframes and Web Standards Documentation
- Develop information architecture design through the development of site architecture documentation
- Developing wireframes of each page of content and form-based tasks to communicate implementation of standards and interaction designs to developers, product managers and lines of business.
- Manage usability research with outside vendors who conducted usability testing sessions
- Work with product managers to develop usability testing plans and budgets for usability research projects
- Create and communicate usability engineering recommendations for web site projects based on usability research
- Develop and communicate ideas for areas of improvement after the site has been redesigned
- Develop ideas for implementing user experience processes going forward (example: move to a design pattern palette for web standards)
- Manage and schedule projects

**Specialist - Usability and Design**

05/2001 to 12/2005, – Nationwide Insurance – Columbus, OH

I lead the usability engineering and interface design effort to redesign the self-service portion of the Nationwide Insurance Web presence. As of 2005 this self-service application represented 80% of the traffic to the company's Web site. It was used by more than 500,000 customers who do \$140 million a year in business on the site.

Responsibilities included:

- Leading usability engineering efforts with the usability and design team by preparing usability test plans, assigning usability resources, conducting usability tests, developing recommendations and overseeing their implementation for the consumer facing Web site for property and casualty insurance.
- Creating interface designs and interaction models. Advocating for and overseeing their implementation.
- Integrating corporate brand standards with usability requirements to create elegant interface solutions.
- Participating in developing a brand strategy for the design of all Web sites that are part of the Nationwide family of companies. This includes over 100 Web sites.
- Leading efforts to create and develop interface design and information architecture solutions for the agent-facing corporate intranet.
- Participating in more than six large intranet and Web site interface and interaction design projects since 2001. These have included numerous Internet and intranet applications.
- Advocating and teaching information architecture principles and techniques to Nationwide associates.
- Working in team environments that require a combination of self-direction, working closely with others, and leading projects.

Accomplishments:

- Developed goal state requirements for a thoroughly redesigned self-service site to be deployed by first quarter of 2006.
- 2001-2003 Usability engineering and interface design efforts took the Nationwide Web site to #2 in ease of use in the insurance industry as ranked by Watchfire.com.
- Conducted more than two-dozen usability tests with approximately 300 subjects since 2001.
- Successfully developed usability engineering requirements and interface designs that substantially improved the intranet experience for Nationwide's insurance agents.

**Senior Information Architect**

01/2000 to 05/2001 – marchFIRST – Columbus, OH

My responsibilities as Senior Information Architect at marchFIRST included the following:

- Project lead for web site design and development of information architecture solutions and interaction designs for clients such as Proctor & Gamble and the Columbus Museum of Art.
- Lead the development of test plans and conduct usability tests and usefulness research for Web site projects.
- Advocate and teach information architecture principles and techniques to marchFIRST associates.

**Senior New Media Designer**

11/1997 to 03/2000 – Interactive Ink, Inc. – Columbus, OH

Responsibilities included:

- Project lead for web site design efforts for more than one dozen clients in Education, Real Estate and Building Industries.
- Lead Information Architect and HTML, database and Flash developer.

## **Graduate Associate**

09/1995 to 11/1997 – The Ohio State University – Columbus, OH

Responsibilities included:

- Lead interaction and interface design for CD-Rom project *How a Bill Becomes a Law*.
- The CD-Rom was used in Ohio middle school classrooms and in information kiosks in the Ohio Statehouse.
- Web site design for the Eisenhower National Clearinghouse.
- Print design for the Eisenhower National Clearinghouse education catalog.

## □ **Academic Preparation**

### **M.A. in Industrial Design**

1997, The Ohio State University - Department of Industrial, Interior and Visual Communication Design

Concentration: Research methodologies for the design of Web sites

Thesis: A Design Research Methodology in Interactive Media and the World Wide Web with Usability and User Needs Evaluation

### **B.A. in Architecture**

1992, The Ohio State University - Department of Architecture

Concentration: Architectural design theory

## □ **Technical Skills**

Flash, HTML, CSS, XHTML, XML, Ajax, J2EE, ASP, C++, JavaScript, Flash, Dreamweaver, Freehand, Illustrator, Photoshop, Visio, Word, Excel, Macintosh, Windows

## □ **Research Skills**

Data analysis to determine areas of usability focus

Survey and evaluation research techniques

Qualitative usability testing techniques, including remote testing

Usability experiment design

Focus groups

## □ **Professional Involvement**

### **Past-President and Founder**

The Central Ohio Macromedia User Group (commug.org). Founded 1999.

### **Membership**

SIGCHI (ACM), BayCHI, Usability Professionals Association, Columbus Society of Communicating Arts

## □ **Portfolio**

Please visit <http://brettingram.com> for an overview of some of the work I have completed.