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Summary of selected projects including challenges, process, and sample deliverables.

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**Critical Mass / AT&T:** User Experience Architect   Sept 2013 – Sept 2014

Mobile and Web Information Architecture and Interaction Design for ATT.com

Key insight: Achieving knowledge transfer requires diligence and persistence

- **Led experience design** for several new mobile and desktop projects, up to 3 concurrent agile projects with different teams
- **UX and business analysis,** chaired design meetings with distributed team members, created Visio **wireframes** and Axure **prototypes**
- **Authored standards** for what qualifies as an alert and other message types; also authored the standard representation for mobile alerts
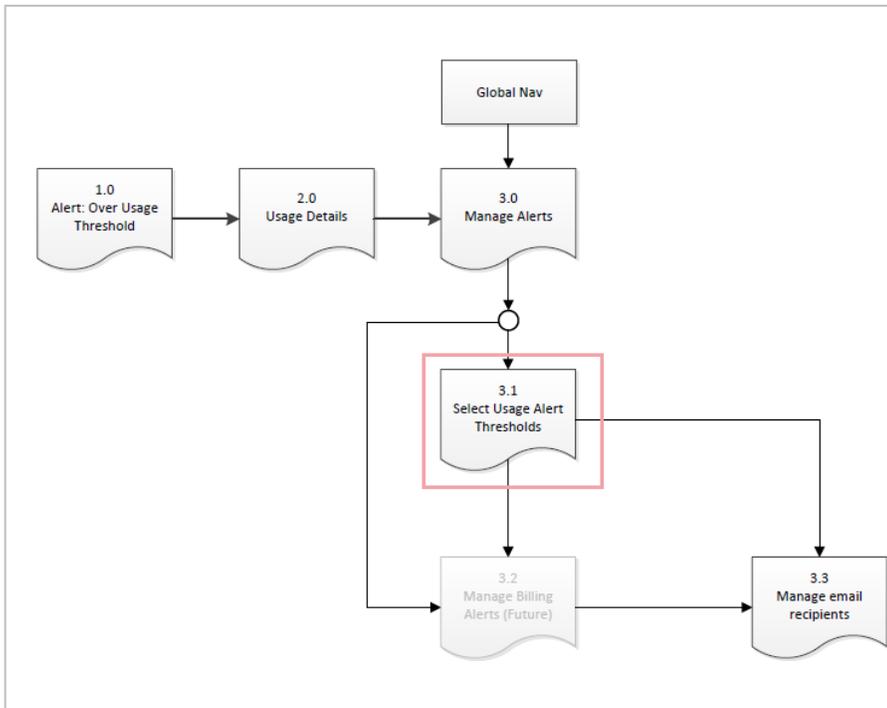
Delta Air Lines: UX Lead in Delta's Call Center Redesign   Jun 2010 - Aug 2013
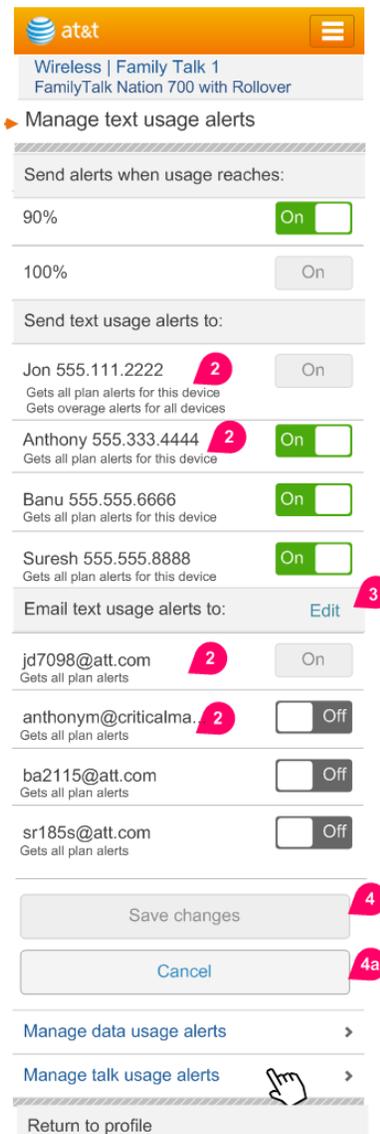
Ideation, Interaction Design, Information Architecture, User Research, Usability Testing

Key insight: Agents relied heavily on items that weren't prominent on existing screens

Delta Air Lines was moving their call center system from desktop to the web and asked for a UX-based redesign. I made extensive use of participatory design and interactive prototypes.

- 250 screens; 5000 agents worldwide
- User observation, participatory design, personas, usability testing
- Conception and implementation of new usability-based features
- Tight collaboration with visual designer and developers

Before

#	Airline	Flig...	Date	From-To	Depart	Arrive	Accum	Stops	Fare Basis	Curr	Base	Total	
1	DL	1549	20Oct	ATL-SFO	1105A	0125P	5.20	0	QA00A0SJ	USD	334.00	**344.70**	✓ ▲
2	DL	2349	20Oct	ATL-SFO	0305P	0524P	5.19	0	QA00A0SJ	USD	334.00	344.70	
3	DL	2749	20Oct	ATL-SFO	0535P	0754P	5.19	0	QA00A0SJ	USD	334.00	344.70	
4	DL	1749	20Oct	ATL-SFO	0705P	0930P	5.25	0	QA00A0SJ	USD	334.00	344.70	
5	DL	1649	20Oct	ATL-SFO	0945P	1206A*	5.21	0	QA00A0SJ	USD	334.00	344.70	
6	DL	1184	20Oct	ATL-SLC	1055A	0108P		0	BA00A0NQ	USD	1089.00	1110.40	
	SKY	4599	20Oct	SLC-SFO	0305P	0410P	8.15	0	MA00A0NA				
7	DL	1184	20Oct	ATL-SLC	1055A	0108P		0	BA00A0NQ	USD	1089.00	1110.40	
	MES	3418	20Oct	SLC-SFO	0435P	0545P	9.50	0	MA00A0NA				
8	DL	1475	20Oct	ATL-DTW	1055A	0103P		0	QA0NJI/WN1B	USD	834.00	855.40	
	DL	2545	20Oct	DTW-SFO	0345P	0558P	10.03	0	BA00A0NQ				
9	DL	1755	20Oct	ATL-LAX	1120A	0115P		0	QA00ATNJ	USD	488.00	509.40	
	DL	2758	20Oct	LAX-SFO	0415P	0531P	9.11	0	KA00A0NA				

The old-school, 'boxy' look results from black lines between the rows and columns. A lack of white space crowds the interface and contributes to agents' claims that 'things are hard to read'.

After

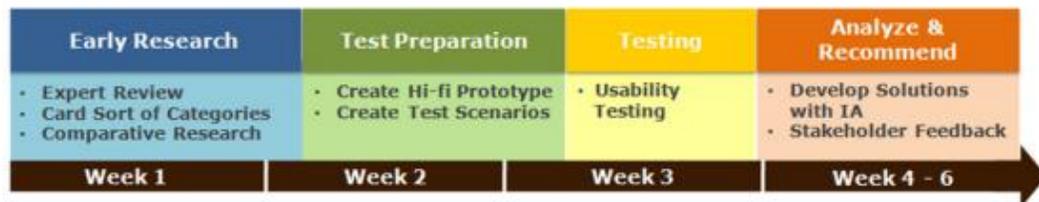| #	Airline	Flight	Date	From-To	Stops	Depart	Arrive	Accum	Economy	First/ Business	Basic Economy
1	DL	1884	30Jul	ATL-SEA	0	0820A	1041A	5.21	849.80		
2	DL	1220	30Jul	ATL-SEA	0	1105A	0123P	5.18	895.80	1258.80	
3	DL	2059	30Jul	ATL-SEA	0	0257P	0511P	5.14	895.80	1599.80	
4	DL	129	30Jul	ATL-SEA	0	0425P	0651P	5.26	849.80	1599.80	
5	DL	2104	30Jul	ATL-SEA	0	0554P	0813P	5.19	849.80	1258.80	

A more relaxed and readable look is achieved by adding white space between rows, deleting extraneous lines, and eliminating non-critical fields. Additional filters offer more functionality, yet occupy far less real estate; flight prices are enlarged and easily clickable.

AT&T Mobility: User Experience Researcher / Usability Analyst   March - April, 2010

Evaluation of current system, redesign of tutorials page, prototyping & usability testing

Despite added complexity, users preferred a one-screen solution to a two-step flow.

In order to reduce the number of calls to their support center, AT&T asked us to improve access to their mobile phone tutorials. A colleague and I had just two weeks to evaluate the current system, conduct exploratory research, and develop solutions before conducting usability tests.

Users did not understand the relationship between categories and tutorials in the original AT&T site. The crowded look of the selection boxes made it difficult for them to find information.

Our simplified interface was preferred by all participants and our presentation of findings got rave reviews. One AT&T manager said, "This is the kind of research we ought to be doing!"

Woodruff Arts Center: Lead Architect, Ecommerce Redesign   Nov 2009 - Feb 2010

Interaction design, information architecture, led design sessions, built consensus.

The redesigned site was selected as **the best – and most usable** – orchestral site in the U.S. in 2011 by Adapistration.com, up from #17 the previous year.

As the sole information architect working with Atlanta's premier arts center, I collaborated with business owners, visual and web designers, and developers to revamp and modernize their ecommerce flow. Redesign included subscription orders and renewals, single concert orders, registration, the 'My Account' management area, shopping cart, checkout, and order confirmation.

Pictured is one of the more than 80 wireframes I completed for this project. I also created a user experience standards document to guide future development.

Intelliverse: Product and UI Designer/Usability Engineer   Oct 2006- Nov 2008
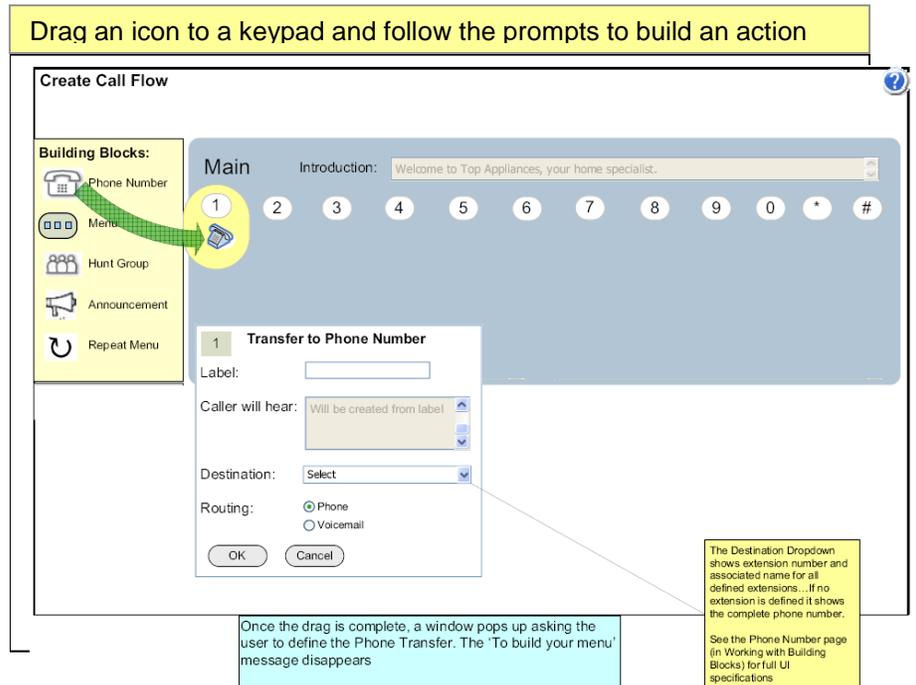
AutoReceptionist   (Allow Business Owner to build an unattended Telephone System)

Role: Conception, interaction design, information architecture, supervision of visual design.
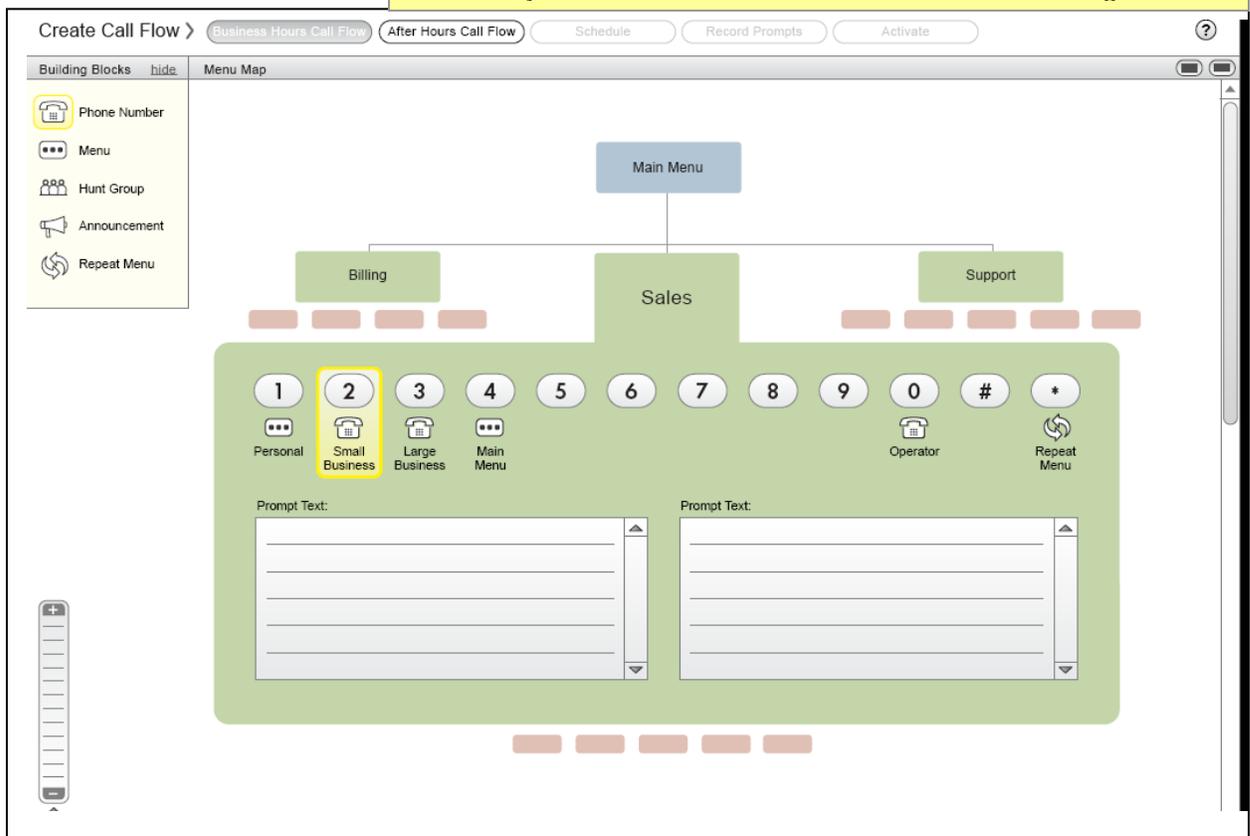
This Flash-based drag-and-drop application helps the small business owner conceive, create, and activate an AutoAttendant.

The user drags one of the building blocks to the desired keypad, types a label and destination, and the system does the rest.

A wizard guides the customer to add extensions, announcements, menu repeats and other features, enables scheduling of business hours and after-hours attendants, and allows easy update of recorded prompts. The graphic interface allows the user to see the entire attendant or drill down into a single menu.

Drag an icon to a keypad and follow the prompts to build an action

Create Call Flow

Building Blocks:
Phone Number
Menu
Hunt Group
Announcement
Repeat Menu

Main   Introduction: Welcome to Top Appliances, your home specialist.

1   2   3   4   5   6   7   8   9   0   *   #

1   **Transfer to Phone Number**

Label:

Caller will hear: Will be created from label

Destination: Select

Routing: ● Phone
            ○ Voicemail

OK   Cancel

The Destination Dropdown shows extension number and associated name for all defined extensions…If no extension is defined it shows the complete phone number.

See the Phone Number page (in Working with Building Blocks) for full UI specifications

Once the drag is complete, a window pops up asking the user to define the Phone Transfer. The 'To build your menu' message disappears

User may view the entire call flow and drill down into a single menu

Create Call Flow › Business Hours Call Flow   After Hours Call Flow   Schedule   Record Prompts   Activate   ?

Building Blocks hide   Menu Map

Phone Number
Menu
Hunt Group
Announcement
Repeat Menu

Main Menu

Billing   Sales   Support

1   2   3   4   5   6   7   8   9   0   #   *

Personal Small Large Main   Operator   Repeat
          Business Business Menu   Menu

Prompt Text: Prompt Text:

Intelliverse: Redesign of Soft Phone   (Imagine Skype targeted for SMB)

Iterative user testing with paper prototypes was the key to this redesign

Original

Redesign

Some Improvements:

- Context-sensitive actions reduce clutter

- Color-coded call display area reflects the current status and alerts a user to situations that demand attention: yellow: call on hold, light red: muted call

- Function buttons reside near the information they act upon; utility actions relegated to periphery

- Contact list may be narrowed by typing or using clickable alphabet widget. Double-click or enter key calls the selected name.

Tabbed call area clearly identifies two callers. During tests users intuitively used tabs to switch between calls and trusted that the original call would be placed on hold

Text area may be used to type a phone number or narrow the contact list. Testing performed to evaluate the usefulness of he clickable A-Z widget showed that it was used frequently by both keyboard-oriented and mouse-oriented participants.

Tabbed control panel allows user to toggle between Contact List, Call Log, and Dial Pad

Alucid Solution: Usability/Redesign Project for Health Care Call Center   2005

Usability testing, interviews, reports including design recommendations

Key insight: The original system was so poor that anything qualified as an improvement, I needed to press users to go beyond to get useful feedback.

The client later hired me to redesign one of their products.

- Designed and facilitated two rounds of usability tests: managers and call center operators
- Executive summary and 45-page usability report detailing test results and extensive design and usability recommendations

Summary of Top Findings

1. Call center operators were very impressed with the revamped CAS system shown on August 5th.

2. Call center operators remarked several times that the prototype was an improvement over their current system because information they currently gather from several sources is presented on a single screen in CAS. "Everything is in one place" was how one participant put it. Several participants echoed this thought.

3. All five (5) participants in July 25 testing who were asked answered "Yes" when asked whether the redesigned system was "moving in the right direction." The call center operators' enthusiastic response to CAS appears to verify this opinion.

One operator tried to click the Provider Name to select the new PCP.

One operator did not notice the "Select for PCP" button.

One operator suggested that the facility name and ID number be displayed.