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## EXPERIENCE

**CAMBRIDGE CONSULTANTS** -- Los Altos, CA 2005-present

### **Owner and Principal Researcher**

Provide consulting and contract user research services to inform and improve the customer experience for Internet and software applications.

Adept at a variety of usability methodologies to provide qualitative and quantitative user data, including heuristic evaluations, online user surveys, in-lab and remote usability testing, iterative testing, home visits, participatory design, card sort exercises and focus groups.

Collaborate and communicate well with multi-disciplinary teams and stakeholders.

Provide timely research results in the form of actionable usability reports and presentations.

Sampling of clients includes eBay, Symantec, PayPal, Electronic Arts, Intuit, Wells Fargo, Shutterfly, Logitech, TrendMicro, Autodesk, Linden Labs, LiveOps, MatchNet and SnoCap.

**FRIENDSTER** -- Mountain View, CA 2004-2005

### **Senior Manager of Usability**

Established new usability group and incorporated usability processes into development process.

Provided user data to inform new business ideas, site changes and functional improvements.

Oversaw build-out and design of formal usability lab.

Worked with multi-disciplinary teams to design and spec new features to meet user needs.

**EBAY** -- San Jose, CA 1999-2004

### **Lead Usability Engineer**

Managed staff of 7 usability engineers in all quantitative and qualitative research for the US and International eBay websites.

Acted as point person within the company to provide data to support business needs.

Led the creation of new projects and features to improve the user experience for millions of users.

Wrote and presented usability strategies to executive staff.

Planned and coordinated the design and construction of three formal usability labs.

Documented usability roles, responsibilities and processes for staff and internal customers.

Recruited and hired usability staff and contractors and managed vendor relationships.

Allocated workloads, created and implemented process improvements, and resolved escalations.

### **Senior Usability Engineer**

Hired as the very first member of the UI/Usability group in early 1999.

Applied usability expertise to the design of dozens of features impacting selling, bidding, buying, payments, community, trust and safety, support, online help and auction management.

Conducted a variety of quantitative and qualitative research including in-lab testing, surveys, online quantitative studies, card sort exercises and heuristic evaluations; created detailed, actionable usability reports to address the usability issues uncovered in research.

Mentored junior staff and created templates to establish consistent usability deliverables.

Designed mockups, flows and interaction for a variety of new features and functionality.

**ORACLE** -- Redwood Shores, CA 1996-1999

### **Associate Usability Engineer**

Led usability efforts by conducting task analysis, user needs requirements and usability testing for Oracle Discoverer, an end-user data analysis and reporting tool. Application was the first Oracle product to ever receive awards for ease of use.

Assisted with usability tests on a variety of software and database applications.

Created and maintained database of potential usability test participants.

**HEWLETT PACKARD** -- Cupertino, CA 1995-1996

**Human Factors Contractor**

Conducted contract work in the Human Factors group to conduct user requirements analysis, user profile analysis, perform task analysis and determine usability goals.

Owned beta project involving ongoing customer management.

Collected, consolidated and analyzed customer feedback to inform beta rollout.

**MILKEN INSTITUTE** -- Santa Monica, CA 1992-1994

Program Administrator

Organized and coordinated national conferences focusing on economics and education.

Managed press relations and media coverage.

Created and maintained database of conference participants.

Reviewed and edited speaker papers and presentations.

**CAMBRIDGE CONSULTANTS** -- Brentwood, CA 1987-1992

Owner, Business Consultant

Provided organizational assistance to small businesses, artists and interior designers by overseeing property management, advertising/marketing and bookkeeping.

Established office systems, workstations and procedures.

Reorganized workspaces to enhance comfort and productivity.

**CONFERENCE PAPERS AND PUBLICATIONS**

CHI paper (co-written with Michael Morgan) -- Vienna, Austria 2004

“360 degrees of usability”

Book contribution (eBay case study) authored by Nico Macdonald 2003

“What is Web Design?”

UPA presentation -- Scottsdale, AZ 2003

“Gathering usability data for mission critical projects: One method is not enough”

Computer World news story -- print and online publication 2001

“Grow your site, keep your users”

CHI panel (led by Jared Spool) -- The Hague, Netherlands 2000

“Scaling for the masses: Usability practices of the web’s most popular sites”

**EDUCATION**

**M.A. in Human Factors/Applied Experimental Psychology (ABT)** 1991

California State University -- Northridge, CA

**B.A. in Psychology** 1989

California State University -- Northridge, CA

Emory University -- Atlanta, GA

**PROFESSIONAL ASSOCIATIONS**

UPA, ACM, BayCHI

**REFERENCES**

Professional references are available upon request.