



Tracy Reith

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SUMMARY

A talented and versatile **User Experience Designer** with proven ability and experience designing user interface for web-based SaaS and compelled-use applications. Highly skilled in gathering requirements, analyzing business needs and user goals to develop and implement streamlined user-centered solutions and processes. Known for producing detailed, accurate documentation that enables stakeholders to clearly understand the scope of desired features, and effectively supports programmers' ability to produce useful and usable applications. Dedicated to ensuring quality web applications are delivered on time, exceed project goals, and where and client demands, and fulfill business objectives are met. **Expertise includes:**

- Detailed requirements gathering, problem definition, and impact analysis
- User interface design documentation: user stories, UML use cases, user-system interaction flow charts, activity diagrams, site architecture, and wireframes
- Usability testing and analysis, in-person and remote
- Specification of system behavior and interaction flow for optimal user experience
- Organization of large amounts of information from disparate sources into a cohesive whole
- Clear and precise communication of detailed product design specifications to programming team
- Excellent verbal and written communication and editing skills

Technical Skills

- Documentation, UML use cases, user stories, and scenarios – MS Word
 - Flow charts, activity diagrams, use case diagrams, and and site architecture – Visio
 - High-fidelity functional prototypes – Axure
 - Low-fidelity prototypes and wireframes – Balsamiq, Adobe InDesign
 - Content analysis and management, usability test result analysis – MS Excel
 - Graphic design – Adobe Illustrator, Adobe Photoshop
 - Document sharing and collaboration – SharePoint
 - Hand-coded HTML and CSS – HTML-Kit
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CAREER EXPERIENCE

Con-way Enterprise Services., IT, Portland, Oregon

2010 – present

Sr. Usability Systems Analyst

- Conduct user research through job shadowing and user interviews.
- Develop and conduct task-based user tests, both remotely with high fidelity functional prototypes and in person with low fidelity paper prototypes, and analyze results to iteratively improve interface designs and maximize usability.
- Represented User Experience at corporate-level problem-solving event (Lean Kaizen.)
- Independently launched user research project to determine cost-optimal solution for mobile device interface.
- Provide occasional copy-editing support to Instructional Designers.

EthicsPoint, Inc., Product Engineering, Portland, Oregon

2005 – 2010

User Experience Team Lead

- Working in an Agile development environment, evaluated business requirements and documented solutions for a proposed web-based SAAS application including user stories and scenarios, UML use cases, task flow, navigation model, taxonomy, site architecture, and user interface specifications.
 - Lead the user experience team for re-launch of enterprise-level SAAS application with a new look, enhanced features, and an improved overall experience.
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- Evaluated legacy application for usability recommended and implemented usability improvements.
- Documented business rules and logic for implementing international regulations, enabling clients to be in compliance with foreign regulatory agencies.
- Conducted user testing with paper prototypes to refine features and validate a user-friendly interface.
- Supplied test requirements to QA and assisted with black box testing.
- Edited user guides and in-product help and trained internal users to support customers.

Documentation Specialist and HTML Developer (contract, converted after 3 months)

- Documented requirements and specifications of new and enhanced features designed for continual improvement of legacy applications.
- Wrote topics for online help system and user-friendly system error and response messages.
- Wrote user and admin guides, resulting in decreased calls to customer service.
- Produced incidental graphics ensuring brand consistency.
- Coded standards-compliant XHTML for consistent experience across supported browsers.

Independent Consultant, Portland, Oregon

2002 – 2005

Information Architecture / Interaction Design / Business Analysis / Web Design

Clients: Brain Tank Solutions, Inc.; CMD; Design Showroom; Fortix LLC; Grady Britton; ID Inc., Intel Innovation in Education (for CMD); JELD-WEN (for CMD); Mo Duk Pai Association; Norris Lane Press; OHSU Stroke Center; Trendwest (for CMD)

- Evaluated client needs for web sites and web applications, organizing for structure and content based on business goals.
- Designed navigation systems to help users quickly and easily locate critical business information.
- Performed usability tests and recommended improvements for client web sites.
- Designed, coded, and maintained web sites for small and growing businesses and organizations, establishing and expanding their web presence.
- Designed and produced logos and corporate identity, flyers and brochures, newsletters, books, and booklets.

Purple Mountain Media Company, Internet Operations, Portland, Oregon

2001 – 2002

Senior Information Architect

- Carried out planning and implementation of children’s news site, teacher guide site, and corporate site for publisher of children’s educational newspaper, leveraging increased use of internet technology among target audiences.
- Documented user goals and requirements, wrote and presented user scenarios to business stakeholders for planned expansion of offerings.
- Developed site architecture and navigation for maximum ease of use.

Convergent Communications, Inc., Web Solutions, Portland, Oregon

1999 – 2000

Senior Information Architect

- Using a five-phase SDLC (Define-Discover-Design-Develop-Deploy), evaluated client goals and customer needs to determine optimal interface and functionality solutions.
- Developed use cases for web applications to clearly and precisely define system behavior for programmers, resulting in decreased development time with predictable results.
- Developed site architecture, user activity flow, and navigation and labeling schema for maximum ease of use.
- Collaborated with software engineers, graphic designers, and web production specialists to implement web site design and ensure quality of customer experience.

Young & Roehr Group, Portland, Oregon

1988 – 1999

Information Architect / Project Coordinator

- Organized client web site structure and content; designed navigation systems to provide users with clear understanding of clients’ offerings.

- Estimated project budgets, set schedules, and tracked assignments, ensuring successful project completion.
- Primary client contact for tactical execution, delivering fast response to client change requests.
- Consulted with Interactive Creative Director to create usable and useful user interface.

Web Designer

- Collaborated with art directors, programmers, account services personnel, and clients to develop web sites; architected and coded web sites; produced animated banner ads.

Senior Production Artist

- Assembled and prepared for print advertising, collateral materials, and corporate identity.

EDUCATION & TRAINING

Stanford University, *Bachelors Degree*, Department of East Asian Studies

Chinese history, language, economy, politics; taught English in Taiwan as a volunteer for six months; additional course work in design and typography.

Portland State University School of Extended Studies

Certificate of Professional Development, Multimedia Professional

AFFILIATIONS

Computer-Human Interaction Forum of Oregon (CHIFOO), member.

Pacific Association of Women Martial Artists, president 2011, vice-president 2010, head of Communications Committee 2010, board member 2010-2012, member since 1998. Redesigned and maintained www.pawma.org.

Mo Duk Pai Kung Fu, black belt 2010. Trained since 1996.