

Diana Harrelson
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Anthropologist & User Experience Designer
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Objective

My passion is to make things usable by creating harmony between user, developer, designer, and machine.

Strengths

- Background in information architecture, interaction design, programming, scripting, database administration, server administration, web design, and graphic arts as well design anthropology and ethnographic research methods
- Fast thinker, fast learner, high achieving multi-tasker who is quick to adapt to new environments and situations
- Great communication and people skills honed by years of training and experience as an anthropologist
- Self-starter who can work well both independently and as a part of a team

Skills

Applications

- **Proficient in:** Adobe Creative Suites - including Photoshop, Illustrator, Acrobat, In Design & Dreamweaver, Microsoft Office- including Visio, Word, & PowerPoint, Omni Graffle, Omni Outliner
- **Experience in:** Adobe Premier & Flash, Quark Express, Microsoft Excel, FileMaker Pro, Final Cut Pro, Digital Performer, Pro Tools, SPSS, Atlas.ti

Languages & Web Development

- **Proficient in:** HTML, CSS
- **Experience in:** PHP, AJAX, Java Script, MySQL, XML, XSLT

Research

- **Experience in:** Virtual and in person Qualitative, Quantitative, and Ethnographic methods including research design, data analysis, and final report writing

Work Experience

User Experience Designer at The Planet / SoftLayer

November 2009 – Present

- Designed and implemented user friendly interfaces and interactions for customer portal applications including web, Android, iPhone, and iPad versions as well as multiple individual tools used for server and data management
- Conducted user research via on-site visits, virtual feedback, and phone interviews
- Worked virtually from multiple US and international locations with teams based in Dallas and Houston

Usability and Interface Engineer at HRsmart

April 2008 – October 2009

- Redesigned an entire software as a service application from the ground up implementing user friendly system interfaces and interactions for a talent management system that included applicant tracking, employee performance management, career development, and employee learning management capabilities
- Worked virtually with an international team of people from Argentina, Canada, Lebanon, and the Philippines
- Awarded Creativity and Ingenuity award for my work

Information Architect at imc2

November 2007 – April 2008

- Successfully met and exceeded clients needs through the development of wireframes, sitemaps, and workflows allowing for faster site and web application development based on sound information architecture principles and research
- Helped clients understand their customers better through audience persona and user scenarios
- Presented materials to clients such as EDMC, Lowe's, GSK, and Samsung

Interaction Designer at Principle Data Systems

December 2006 - November 2007

- Provided heuristic evaluations, UI redesigns, SEO optimizations, and management of a custom CMS
- Designed custom portal sites for private schools

Web Developer & System Administrator at JCPenney

March 2002 – December 2006

- Facilitated an increase in the productivity of the Marketing department through conversion of paper processes to electronic ones and reduced the duplication of effort and information by linking systems together
- Designed, developed, and supported web based applications used by over 500 corporate employees & over 1000 stores
- Trained merchandising on how to better communicate with the creative department
- Increased efficiency of copy writers by establishing the first internal Wiki system
- Awarded Marketing Excellence award for my work

Research Experience

Virtual Ethnographic Research on Mobile Developers

Client: Undisclosed (2011)

- Conducted virtual ethnographic research on the motivations of mobile developers for a major mobile phone producer

Exploratory Research on the Fedora Project's Online Open Source Development Community

Client: Red Hat / The Fedora Project – Masters Practicum (2009 – 2010)

- Conducted to discover the needs, wants, and motivations of Fedora's online development community
- Designed the research study using virtual qualitative and quantitative research methods and analysis (available upon request)

Organizational Research on the Public Opinion of General Motors

Client: General Motors (2009) <http://www.cyber-anthro.com/research/GMFullReport.ppt>

- Designed and conducted semi-structured open ended interviews
- Qualitatively analyzed data from 48 different interviews
- Contributed to the preparation of a presentation for GM US Executives
- Contributed to a final report that was presented at the 2009 annual American Anthropological Association meeting

Podcast

Client: South by Southwest Interactive Conference (2009)

- Recorded a podcast for SXSW on Cyber Anthropology, which was published to their site in June of 2009 (transcript available upon request)

Ethnographic Research on Supplemental Experiences

Client: Motorola (2008)

- Performed team observations and interviews on how people use their mobile phones to extend their experiences at an electronics trade show
- Qualitatively analyzed data from 6 different field work groups and sites
- Wrote a chapter on complex multiple engagements complete with design recommendations as a part of a larger report presented to Motorola (available upon request)

Podcaster

Client: Society for Applied Anthropology Annual Conference (2008)

- Worked with other volunteers in recording sessions with conference speakers
- Edited the audio recorded to make it web ready and accessible to anyone online at no charge on SfAApodcasts.net
- Designed the SfAA Podcast Team logo

Ethnographic Research on the Knowledge, Attitudes, and Behaviors of the General Public on Seasonal, Avian, and Pandemic Flu

Client: Denton County Health Department (2007)

- Performed observations at local health clinics
- Designed and conducted two semi-structured interviews as well as one semi-structured focus group
- Performed team qualitative analysis of the data
- Contributed to a chapter based on how people seek information on seasonal avian and pandemic flu to the larger report that was presented to the client.

Ethnographic Research on the Motivations of Guided Players in World of Warcraft

Class: Ethnographic Field Methods (2006)

- Used virtual ethnographic field methods including observation, surveys, and interviews to research the inner workings of a guild within the massively multiplayer online roleplay game (MMORPG) World of Warcraft
- Conducted qualitative and quantitative analysis which resulted in one of the first ethnographies of this game (available upon request)

Exploratory Research on Environmentally Friendly Design for Motorola (EcoMoto)

Client: Motorola (2005)

- Designed and conducted semi-structured interviews on ways participants considered themselves 'green'
- Qualitatively analyzed data from 13 different interviews
- Wrote a chapter on how our respondents educated themselves and others on ecological issues, which included design recommendations and was included as a part of a full report presented to Motorola (available upon request)

Education

University of North Texas

PhD, Human Computer Interaction / Information Science - *Current course of Study*

GPA: 4.0

Awards: Doctoral Fellowship Award

MS, Applied Business / Organizational / Design / Cyber Anthropology

GPA: 4.0

Thesis Client: Red Hat **Study:** An Exploration of the Fedora Project's Online Open Source Development Community

Activities and Societies: American Anthropological Association, Society for Applied Anthropology, Usability Professionals' Association, Vice President: Graduate Anthropologist of Student Association, President: Peer Review Journal Club, Lambda Alpha – Anthropology Honor Society, Phi Kappa Phi

University of North Texas

BA, General Studies: Philosophy, Psychology, Anthropology

GPA: 3.95

Thesis: Ethnography of a Guild in World of Warcraft

Activities and Societies: President's List, Alpha Chi, Phi Kappa Phi, Golden Key Honor Society

Collin County Community College

Certificate, Intermedia Arts, Digital Media

Associate of Arts, Photography & Graphic Design

GPA: 4.0

Activities and Societies: Dean's List, President's List, Digital Music Lab Assistant

Entire work history plus recommendations available on LinkedIn: <http://www.linkedin.com/in/dianaharrelson>