

## Diana Martin

Cyber Anthropologist & User Advocate - Usability 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, 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
- Able to quickly find usability/design challenges and come up with sound ways to overcome them

### Skills

#### Applications

- **Proficient in:** Adobe Creative Suite - 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:** Qualitative, Quantitative, and Ethnographic methods including research design, data analysis, and final report writing

### Experience

#### User Experience Designer at The Planet

November 2009 – Present

- Designed an iPhone web application of our customer service portal
  - Worked in an Agile application development environment producing our full application in 6 weeks
  - Developed wireframes documenting all functionality and layout specifications
  - Combined 3 separate application needs into one application with similar functionality and look and feel
- Performed usability reviews of customer service portal and public website
  - Outlined opportunities for improvement and provided possible solutions
- Conceptualized designs for a portal improvements
  - Supported initial concepts with wireframes documenting functionality and layout specifications

#### Usability and Interface Engineer at HRsmart

April 2008 – October 2009 (1 year 7 months)

- Redesigned software as a service application navigation
  - Combined 4 separate modules each with their own function and design into a unified interface
  - Cross pollinated key items between navigation tiers
  - Took user clicks from an upwards of 15 down to 2
  - Made hard to get to but highly used items such as calendar appointments and alerts top level
  - Created a prototype in CSS/HTML/JavaScript and Ajax to demonstrate functionality
- Redesigned major software focal points
  - Combined an upwards of 20 pages into single pages reducing duplication and user clicks
  - Simplified the user experience by making it consistent across all modules
  - Created ways for developers to easily modularize their code
  - Created UI elements and experiences that could be easily reused across the system
  - Provided detailed mockups to demonstrate look and feel as well as functionality
- Created system style guides that incorporated colors, fonts, sizes, and other UI elements
- Made several system wide usability changes that brought about visual and functional consistency across the system where there was largely none before
- Worked with an international team of people from Argentina, Canada, Lebanon, and the Philippines
- Received Creativity and Ingenuity award for my work

## Information Architect at imc2

November 2007 - April 2008 (6 months)

- Successfully met and exceeded clients needs through information architecture practices
  - Wire framing: sitemaps, workflows, page layouts, functional specs
  - Prototyping
  - Process Design
  - Web Analysis
- Helped clients understand their customers better through audience persona and user scenarios
- Hosted productive client collaborative sessions
- Presented materials to clients such as EDMC, Lowe's, GSK, and Samsung

## Interaction Designer at Principle Data Systems

December 2006 - November 2007 (1 year)

- Helped this startup overcome usability issues by providing
  - Heuristic evaluation of their software
  - UI Redesigns
  - Effective management of our custom content management system
- Effectively gained this startup more exposure through
  - SEO practices
  - Product site redesign
- Designed custom portal sites for private schools

## Web Developer & System Administrator at JCPenney

March 2002 - December 2006 (4 years 10 months)

- Facilitated an increased the productivity of the Marketing department
  - Made years old paper process electronic and highly accessible
  - Reduced the duplication of effort and information by linking systems together
- Designed, developed, and supported web based applications used by over 500 corporate employees and 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

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

## Education

### University of North Texas

PhD, Human Computer Interaction/ Information Science

*Begins*

*Aug 2010*

**Awards:** Doctoral Fellowship Award

MS, Applied Business / Organizational / Design / Cyber Anthropology,

*Expected*

*Aug 2010*

**GPA: 4.0**

**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

### University of North Texas

BA, General Studies: Philosophy, Psychology, Anthropology

(UNT ONLY)

**GPA: 3.95**

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

### Collin County Community College

Certificate, Intermedia Arts, Digital Media

**GPA: 4.0**

Associate of Arts, Photography & Graphic Design

**GPA: 3.49**

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