

**Diana Harrelson**  
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Cyber Anthropologist & User Advocate - 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*

- Performed heuristic reviews of customer service portals, mobile applications, and public websites
- Designed and helped implement an iPhone web application of our customer service portal
- Redesigned customer desktop portal as well as multiple individual tools
- Conducted user research via on-site visits and phone interviews

### Usability and Interface Engineer at HRsmart

*April 2008 – October 2009*

- Redesigned the entire software as a service application from the ground up
- Created a consistent system style guides that specified colors, fonts, sizes, and other UI elements
- 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 information architecture practices
- 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 (1 year)

- Provided heuristic evaluations, UI redesigns, SEO optimizations, and management of a custom content manager
- 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 duplication of effort 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**

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

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

- Masters practicum of the needs, wants and motivations of Fedora's online development community
- Designed the research study to focus on using online research methods
- Combined the use of virtual quantitative and qualitative methods
- Incorporated the use of my blog and Twitter as a method of communication with the community

### **Organizational Research on the Public Opinion of General Motors**

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

- Created and conducted semi-structured open ended interviews
- Qualitatively analyzed data from 48 different interviews
- Contributed to the preparation of a power point presentation for GM US Executives
- Report 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

### **Ethnographic Research on Supplemental Experiences**

**Client:** Motorola (2008)

- Performed team observations and interviews centered around 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
- Contributed a chapter on complex multiple engagements complete with design recommendations, to the larger report that was presented to the client

## **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
- Posted podcasts to the internet at 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
- Conducted two semi-structured interviews as well as one semi-structured focus group
- Performed team qualitative analysis of the data
- Contributed 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)

- Performed participant observation of the inner workings of a guild within the massively multiplayer online roleplay game World of Warcraft
- Created and conducted surveys, performed interviews and gathered demographic data
- Quantitatively and Qualitatively analyzed collected data
- Composed a detailed report based on this analysis

### **Exploratory Research on Environmentally Friendly Design for Motorola**

**Client:** Motorola (2005)

- Performed and video taped interviews on ways participants considered themselves 'green'
- Qualitatively analyzed data from 13 different interviews
- Contributed a chapter on how green people educate themselves and teach others about the values of being green that included design recommendations to the larger report that was presented to the client

## Education

### University of North Texas

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

**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

**GPA:** 4.0

Associate of Arts, Photography & Graphic Design

**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>*