

Adrienne Massanari

amassanari@yahoo.com

<http://www.adriennemassanari.com>

Summary Statement

An experienced information architect, user-interface designer, editor, and usability professional seeks a position working for a Web technology department, software development company, or university technology division.

- More than eight years experience creating functional specifications, prototypes, interface designs, and user scenarios for Web site functionality.
- Extensive experience designing and conducting usability testing plans utilizing rapid-prototyping methods, traditional one-on-one tests and focus group methods to assess the effectiveness of user-interface, navigation and help content. Also experienced in contextual design, qualitative and quantitative research design, survey design, content analysis, and statistical analysis.
- Demonstrated expert knowledge of content production, graphics and template layout, advertising and marketing issues, user interface design and information architecture, and accessible design.

Technical Skills

Systems: Unix, Windows, MacOS

Software: Macromedia Dreamweaver, Macromedia Flash, Image Ready, Photoshop, Illustrator, Go Live, Visio, MS Office Suite, Access, MS Project, Pagemaker, Visual Source Safe, QA Radar, ClearQuest, SPSS, Atlas.ti, and EndNote.

Languages: HTML, XHTML, CSS, JavaScript, JSP, ASP, XML

Selected Work Experience

04/07-present **Research Assistant**, Intel Corporation's People and Practices Group and the University of Washington

- Researched and presented data to Intel about the factors that lead to technology adoption in small countries. Integrated and analyzed a large set of variables drawn from the World Bank and International Telecommunications Union, among other sources. These complex datasets were then merged and analyzed using SPSS.
- Designed a codebook with detailed explanations of variables names, country codes, and general information about the project.

06/06-09/06 **Editorial Assistant**, University of Washington

- Edited chapters about the impact of the Web on international elections for a book published by Routledge, *The Internet and National Elections: A Comparative Study of Web Campaigning*.
- Substantially rewrote content for clarity and meaning, as many of the book's contributors were not native English speakers.

01/06-05/06 **Adjunct Faculty**, Department of Communication at Trinity University

- Taught "Introduction to Film Studies," an undergraduate Common Curriculum class. Students learned how to identify the aesthetic properties of film (editing, cinematography, narrative, etc.) and analyze films using various theoretical approaches (genre theory, auteur theory, narrative theory, and psychoanalysis).
- Responsible for all aspects of course development, including lectures, discussions, and assessment.

11/05-01/06 **Web Developer**, US Global Investors

- Responsible for developing and documenting a new site design for www.usfunds.com.
- Created site maps, initial paper prototypes and a usability testing plan for assessing the success of a planned redesign.
- Authored maintenance documents that outlined internal Web development processes.
- Performed site updates and maintenance to ASP pages.

01/05-06/05 **Instructor of Record**, Department of Communication at the University of Washington

- Primary instructor for two quarters of "Navigating Information Networks," an upper-division undergraduate communication class focusing on the theoretical and practical dimensions of the use and design of the Web and other information networks (<http://staff.washington.edu/alm2/com301sp05/>).
- Responsible for all aspects of course creation and execution, including lecturing, discussion leadership, hands-on technology training, and student assessment.

01/02-12/04 **Usability Consultant**, Educational Technology Development Group at the University of Washington

- Primarily responsible for assessing and improving the usability and designing the information architecture of the Catalyst Tool Kit, a Web-based set of educational tools including message boards, online surveys, and peer review areas, which allow instructors to integrate technology into their classrooms.
- Created site maps, wire frames, design mock-ups and other documentation to improve the design and development of the Catalyst Tools.
- Managed the usability process; developed usability tests and recruited participants. Reported results (both formally and informally) back to developers and various stakeholders.
- Instructed faculty and staff in the use of Catalyst Tools at workshops on campus.

- 09/02-06/03 **Graduate Research Assistant**, Critical Cyberculture Studies Conference, sponsored by the Ford Foundation, and the University of Washington's Department of Communication and Simpson Center for the Humanities
- Assisted in the planning of a Ford Foundation funded conference, *Critical Cyberculture Studies: Current Terrains, Future Directions* in May 2003. The conference brought together scholars to discuss and debate the current state of cyberculture studies with a particular focus on the roles that gender, race, and class play in online environments and the impact of the Internet's increasing commercialization.
 - Responsible for all facets of conference planning: program creation, travel, catering and location logistics, Web site development, etc.
- 05/02-09/02 **Research Assistant**, Web Archivist.org
- Coded archived Web sites for a study on the Web's response to the September 11 terrorist attacks. The Pew Internet & American Life Project funded the study.
 - Analyzed and reported on US government agencies' response to September 11 attacks and the types of action that visitors could perform on these sites.
- 06/00-10/01 **Interface Development Team Lead**, Esurg Corporation
- Managed a team of information architects and web designers. Supervised the creation of functional specifications and design mock-ups, participated in the review of site requirements, and provided time estimates to the business.
 - Worked closely with other team leads to streamline development processes. Created guidelines and documentation for site enhancements and maintenance.
 - Wrote technical analyses about Esurg's competitors. These reviews focused on the quality of their sites' usability, graphic design, information architecture, and HTML coding.
 - Created functional specifications and prototypes for site enhancements. Researched new information architecture and usability methodologies and techniques.
 - Created and maintained QA test scripts for new site releases. Worked with developers to triage defects.
- 12/99-06/00 **Lead HTML Production Specialist**, Getty Images
- Supervised a team of web developers; conducted code reviews and provided time estimates to Program Manager. Also managed the workload of an HTML Builder outside of the department.
 - Created and maintained site maintenance guides, image naming conventions and directory structure guidelines, boutique specification guidelines, and other technical documents.
 - Provided training on good coding practices for both technical and non-technical individuals responsible for site maintenance.
 - Worked closely with other team leads in development and QA to ensure that site standards were enforced and that project deadlines would be met.
 - Met every deadline in a timely fashion despite department staffing

shortage and splitting time between www.gettyone.com and GettySource projects.

4/99-12/99

HTML Production Specialist, Getty Images

- Responsible for all of the HTML code on the www.gettyone.com site.
- Worked closely with Information Architects/User Interface Designers and Usability Specialists from the earliest prototyping phase to site launch.
- Wrote documentation for the site including maintenance guides and directory structure guidelines.

12/98-4/99

HTML Production Specialist, PhotoDisc division of Getty Images

- Implemented marketing revisions and advised on HTML design and UI of marketing sections of a major e-commerce website (www.photodisc.com).
- Consulted with marketing department, copywriters, and designers to update and create site content.
- Designed, created, and maintained file management format for marketing section. Researched current and upcoming web technologies in order to identify new opportunities for site enhancements.
- Coded HTML for marketing sections of PhotoDisc's website. Verified and edited HTML code provided by designers; suggested improvements and worked on training when needed.

07/97-8/98

Site Production Lead, KOZ inc.

- Developed a unique destination site, the Family Shoebox (www.familyshoebox.com), for geographically dispersed families. Collaborated on web site from initial concept to implementation, and paid specific attention to UI, graphic design, layout, and HTML issues. Also responsible for creating an HTML prototype of a site redesign.
- Contributed to a redesign and re-launch of KOZ.community (www.koz.com), including template layout, graphic design, and HTML design. Focused on increasing production efficiency, reducing costs, and creating a user-friendly destination site.
- Developed a guerrilla marketing campaign for the Family Shoebox that included mass email, online and print advertisements, and flyers.

Professional Associations

AIGA

Information Architecture Institute (IAI)

Usability Professionals Association (UPA)

ACM's SIG-CHI (Human-Computer Interaction Division)

Association of Internet Researchers (AOIR)

National Communication Association (NCA)

International Communication Association (ICA)

Selected Publications and Presentations

- Howard, P.N. and Massanari, A. (2007) Learning to search and searching to learn: Income, education, and experience online. *Journal of Computer-Mediated Communication*, 12(3). <http://jcmc.indiana.edu/vol12/issue3/howard.html>
- Massanari, A. (2007). [Review of the book *Information politics on the Web*]. Resource Center for Cyberculture Studies. Available on online: <http://rccs.usfca.edu/bookinfo.asp?BookID=349&ReviewID=438>
- Massanari, A. (2006). Dot-coms and Cyberculture Studies: Amazon.com as a case study. In D. Silver & A. Massanari (Eds.) *Critical Cyberculture Studies: Current Terrains, Future Directions*. New York: New York University Press.
- Massanari, A. (2005) . "Information design." Invited workshop at the Center for Educational Technology's Certificate Program in Digital Media Production and Media Studies at Middlebury College. Middlebury, VT, July 26, 2005.
- Massanari, A. (2003). "Work hard. Have fun. Make history. [Make money.]" : How financial news magazines portrayed Amazon.com from 1996 to 2001. Presented at the Association of Internet Researchers 4.0 conference in Toronto, Canada, October 16-19, 2003.
- Massanari, A. (2002). Government Web sites respond to September 11. In K. A. Foot, S. M. Schneider, & L. Rainie (Eds.) *One year later: September 11 and the Internet*. Available online: <http://www.pewinternet.org/reports/toc.asp?Report=69>

Education

University of Washington, Seattle, WA

PhD, Department of Communication, completed: June 2007

Dissertation: In Context: Information Architects, Politics, and Interdisciplinarity

University of Washington, Seattle, WA

MA, Department of Communication, completed: June 2003

Thesis: "Work hard. Have fun. Make history. [Make money.]" : Narratives of Amazon.com

Guilford College, Greensboro, NC

BA (Honors), Major: Geology, Minor: English, completed: May 1997