

Adrienne Massanari, PhD

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Summary Statement

An experienced information architect, user-interface designer, editor, and usability professional seeks a position working for an interactive agency, Web technology group, or software development company.

- More than eight years experience creating functional specifications, prototypes, and user scenarios for Web sites and software products.
- 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 comfortable with contextual design, qualitative and quantitative research design, survey design, content analysis, and statistical analysis.
- Expert knowledge of content production, layout, advertising/marketing issues, user-interface design, information architecture, and accessible design.

Technical Skills

Systems: Mac, Windows, and Unix

Software: Visio, Omnigraffle, Adobe CS, MS Office, Access, MS Project, In Design, Pagemaker, Visual Source Safe, QA Radar, ClearQuest, SPSS, Atlas.ti, and EndNote

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

Selected Work Experience

04/08-07/08 **Information Architect, ZAAZ**

- Created wireframes, specifications, and associated documents detailing the navigation and functionality for a redesign of BECU.org, the Web site for a major credit-union
- Consulted with usability researchers to conduct a study of the planned redesign; helped interpret results

09/07-04/08 **Information Architect, RIPL Corp.**

- Designed specifications, wireframes, and flow diagrams detailing functionality for a social-networking/content-sharing Web site and desktop application.

- Created documents (written and visual) detailing user scenarios, navigation structures, and error messaging conditions.
- Documented design process improvements that remained sensitive to Agile development, while addressing the need for more detailed requirements.

04/07-08/07 **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.

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

- Responsible for developing and documenting a new site design for www.usfunds.com.
- Created site architecture 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.

01/02-12/04 **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.

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 HTML 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.

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)

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