
Resume

QUALIFICATIONS SUMMARY

Leader with over fifteen years of executive management and consulting experience in user centered design seeking digital leadership role with team supervision and development responsibilities. My approach is practical, collaborative and solution driven. Currently coordinating user experience (UX) within an agile product development framework for omni-channel flexible fulfillment initiative at Target.com. Developed usability practice for the Westlaw.com interface, the premier legal research product on the market. Directed information architecture for the large-scale financial services website of Wachovia.com, then fourth largest bank in the US. Excellent public speaker with workshop development and conference presentation experience both nationally and internationally.

PROFESSIONAL EXPERIENCE

SIFT User Experience Design Consulting

September 2007–Present

Principal Consultant

<http://siftux.com>

- Provide a continuum of consulting services that range from coaching to full-service design work. Services including heuristic evaluation and discovery, user research, information architecture, interaction design, rapid prototyping, and usability testing
- Experience with localization projects including implementing and managing multi-lingual sites (Chinese, German, English, Portuguese, Spanish)
- Prototype predominantly with Axure and Balsamiq but comfortable with a range of platforms and tools.
- Experienced with Agile, Waterfall and the development continuum between. Well versed in responsive and mobile first design approaches
- Extensive content management experience, primarily with Oracle (formerly Stellent) and OpenText (formerly Vignette)
- Teach graduate level courses for Kent State University's Master's degree program, with both online and classroom teaching experience. Courses cover user centered research methods and advanced information architecture topics
- Clients include: Summa Health System, Summacare, Target, Teach for America, Intuit, Eaton Corporation, the Federal Reserve Bank of Cleveland

Thomson West (now Thomson Reuters)

January, 2005-July, 2007

Director of Usability

<http://westlaw.com>

- Led user interface design and usability efforts for westlaw.com Westlaw.com, premiere legal research tool relied upon by legal professionals—user base includes the DOJ, IRS and US Supreme Court
- Partnered with corporate marketing, creative services, application technology development and business unit leads to solve web design challenges in a complex decentralized environment
- Directed usability team in operations and professional development
- Initiated partnerships with external vendors
- Introduced usability methodologies including heuristic evaluation, cognitive walk throughs, rapid iterative testing and design and formal usability testing
- Supervised quantitative eye tracking study for a Westlaw information product that led to design improvements generating a 10% increase in revenue for the product

**PROFESSIONAL
EXPERIENCE
(CONT'D)****Wachovia Corporation (now Wells Fargo)***July 2001–December 2004*

Vice President, Information Architecture

- Oversight for Wachovia.com user interface (UI), serving over 4 million online banking customers (retail) in addition to small business, corporate/wholesale and wealth clientele
- Introduced a formal user-centered design methodology into the organization
- Partnered with corporate clients and internal web development, extracting and interpreting requirements and uniting internal business goals with external customer needs
- Supervised team of 9 permanent and contract employees in multi-disciplinary web design environment
- Experienced with prototyping designs in paper, HTML and with the iRise Application Simulator
- Utilized Vignette Story Server content management system for brochureware component of site, proprietary systems for online banking and billpay interface

Argus Associates, Inc.*March 1999 – April 2001*

Vice President, Consulting Operations

- Balanced consulting engagements and executive management in rapidly growing entrepreneurial environment for award winning consulting firm recognized as information architecture market leader with Fortune 500 clients
- Shaped the ongoing evolution of an industry-leading methodology and process featured in the best-selling book Information Architecture for the World Wide Web (O'Reilly, 1998, 2002)
- Responsible for hiring, training, management, allocation, professional development, and staff evaluation for department of 21 consultants, with excellent retention rate
- Participated in information architecture consulting projects from business development through completion for clients including Microsoft, Vanguard, Proctor & Gamble and Johnson & Johnson
- Developed proposals (scope, schedule, budget) and participated in sales process, including successful proposals in the \$500,000-\$750,000 range for 3Com, AT&T, and Microsoft

Argus Associations, Inc.*November 1998 – March 1999*

Director, Consulting Operations

- Managed client relationships for diverse group of Fortune 500 clients including Vanguard, Ernst & Young, American Express
- Collaborated with VP to hire, train, manage, lead, and evaluate growing staff of information architects
- Implemented knowledge management and professional development initiatives including bi-weekly discussion of concepts, deliverables and best practices. Topics included controlled vocabulary and thesaurus design

Argus Associates, Inc.*October 1996 – November 1998*

Information Architect/Project Manager

- Provided project management for multidisciplinary team of web designers (graphic design, editorial, information architecture and technical programmers) in collaborative partnership
- Extensive experience designing keyword indexes and controlled vocabularies for fortune 500 websites and intranets

Samantha Bailey

User Experience Design Expert

CONTACT INFO

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PRESENTATIONS & PUBLICATIONS

Seasoned conference speaker with over a dozen presentations including 1-hour sessions, half and full-day workshops and 3-day seminars in the US, Canada, and the UK at venues including Internet World, User Interface Engineering, American Society of Indexers, ASIS&T.

- Contributed technical editing to Ambient Findability by Peter Morville. O'Reilly Media: 2005 and Information Architecture for the World Wide Web, 2nd ed. by Louis Rosenfeld and Peter Morville. O'Reilly: 2002.
- Technical Editor for: Information Architecture: Blueprints for the Web by Christina Wodtke. New Riders Press, Indianapolis IN: 2002.
- Full list of presentations and publications available upon request

PROFESSIONAL ORGANIZATIONS

- User Experience Professionals Association (UXPA), Minneapolis chapter
- American Society for Information Science & Technology
- The Information Architecture Institute, Board of Directors, 2003-2005; Advisory Board 2005-2006, Volunteer 2002-present

EDUCATION

Master of Information and Library Science (MILS)

The University of Michigan, School of Information, Ann Arbor, Michigan

May 1996

- Ken Vance Award: full scholarship

Bachelor of Arts in Philosophy (BA)

Ripon College, Ripon, Wisconsin

May 1992

- Summa Cum Laude (Valedictorian), Phi Beta Kappa

PORTFOLIO

- Work samples: <http://samanthabailey.net> (see Work)
- password: p0larb3ar