

JODENE EIKENBERRY

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S U M M A R Y

UX/IA professional with 10 years of expertise designing and architecting user interfaces and interactive experiences for highly trafficked, dynamic e-commerce and social networking websites, mobile devices and custom software applications. Passionate advocate of melding strategic business needs with customer-focused solutions based in user research, usability testing and iterative product design cycles.

P R O F E S S I O N A L E X P E R I E N C E

MICROSOFT OFFICE LIVE, Redmond, WA

Nov 2007 – Present

User Experience Designer

Responsible for all aspects of UX design and ideation including user flows, site maps, extensive wireframing, lo-fi prototypes (PPT click-throughs) and visual design incorporation. Worked closely with Research to pinpoint problem areas for exploration, develop appropriate test flows, and incorporate feedback into iterative design process.

◆ **V3: Active Wall (Social networking feature)**

Responsible for UX strategy and design of OLW's activity feed concept that would support and build social interactions between workspace users. Through iterative design cycles and UT testing, honed initial large feature set into simplified design that resulted in favorable user response in successive testing.

◆ **V3: Home Page, Workspace page, Getting Started experience**

Designed and page structure and aligned feature sets for core OLW pages. Worked on initial ideation for intuitive and engaging First Run and Getting Stated experiences incorporating CXM goals.

◆ **V2.5: Office Live Sign Up**

Redesigned process to reduce number of steps to completion, clarify OLW and WLID messaging, and simplify form UI while incorporating contextual error messaging. Designed page patterns for a highly variable set of scenarios depending on user entry points and WLID user background, while working with constraints of existing WLID module. The launched redesign improved conversion rate by 30-40%.

IDEO, San Francisco, CA

Aug 2007 – Oct 2007

Information Architect (Freelance)

◆ **AT&T**

Designed interaction documentation for forthcoming mobile UI product. Final deliverables defined user interaction patterns through user stories, wireframes and flowcharts.

HORNALL ANDERSON DESIGN WORKS, Seattle, WA

Feb 2007 – Aug 2007

Information Architect (Interactive Team)

Responsible for structural interactive design including site maps, user flows, wireframes, navigation design, content audits, scenario development, paper prototypes and client interactions.

◆ **VSP (Vision Services Plan) Website Redesign**

IA for substantial redesign of predominate national vision health insurance website. Goal was to design a flexible, scalable architecture for future growth while reducing dependencies on customer services through navigation and content realignment and the development of a page pattern library.

◆ **Citation Shares Customer Service Web Application**

Part of core team conceptualizing customer experience improvements through a refined UX and interaction model. Goal was to design a scalable Customer Service web app that radically simplified workflow process resulting in reduced CS training time, increased retention and higher revenues.

VULCAN, INC (TECHNOLOGY R&D GROUP), Seattle, WA

2005 – 2007

Sr. UI Designer, FlipStart (an ultra mobile PC in late stage development)

Responsible for user flows, wireframes, interactive prototypes, visual design, authoring UI specs, leading cross functional, senior management and Vulcan ownership design reviews.

◆ **FlipStart InfoPane (Auxiliary Display) User Interface**

In charge of UI redesign for 176x220mm display providing immediate access to PIM content and music playback from UMPC exterior. Using task-based scenarios, I designed a UI specific to mobile requirements. Key challenges included designing for jog dial input, and for a unique hardware/software feature set.

◆ **FlipStart Navigator (Custom Launcher Software) User Interface**

Responsible for complete IA and UI redesign of a custom software application intended to simplify tasks for a small form factor. Through research, task analysis and iteration, I designed an interface that eliminated non-essential features and exposed pertinent status-based PIM data to top-level views.

◆ **FlipStart Control Center User Interface**

Project included gathering feature requirements, determining categories and navigation hierarchies, designing control panel functionality, visual and icon design for the FlipStart Control Center, a custom application that provides the user with a single source for hardware and software configuration.

CLASSMATES ONLINE, Renton, WA
UI and Site Design Manager

2001 – 2005

◆ **Planner Group Tools Redesign (Information Architect role)**

Project goal was to generate substantial new revenues by streamlining reunion tools and community-building functionality through an extensive redesign. Work included IA deliverables and functional spec.

◆ **My Network and My Announcements New Feature Launch (Information Architect role)**

Project goal was to increase member value and paid subscriptions through news features for users to post content and create personal networks. Work included IA and visual design. Project resulted in 11% more user generated content and over 1,060,746 new personal networks in first six months.

◆ **My Profile (Lead UI Designer role)**

Goal was to build paid subscriber base by creating tools for users to personalize profiles through new features. Responsible for all UI deliverables in a rapid product design cycle. Projects resulted in 188% increase in user-generated content and \$772,412 in additional revenue in the first 60 days.

◆ **Workplace Directory (Lead UI Designer role)**

Goal was to design a new workplace directory to expand Classmates product line. Product resulted in over 1 million new affiliations in first 6 months and was awarded 2003 WSA consumer product of the year.

◆ **Navigation Redesign (Lead UI Designer role)**

Redesigned site navigation to promote new and existing market segments, make secondary features and tools persistently visible, and standardize branding elements throughout the site. New design increased segment acquisition rates by 65-78% six months after launch.

HOMEGROCER/WEBVAN, Kirkland, WA
Web Designer

1999 – 2001

SOFTWARE & UI/IA SKILLS

PhotoShop, Visio, OmniGraffle. MS Office, Dreamweaver, Illustrator, sitemaps, user research, user flows, user stories, personas, wire frames, prototyping, functional specs, site audits and competitive analyses.

EDUCATION

MASTER OF FINE ARTS (PHOTOGRAPHY): The School of the Art Institute of Chicago, Chicago, IL

BACHELOR OF ARTS (LIBERAL ARTS): The Evergreen State College, Olympia, WA

CONFERENCES

USER INTERFACE 13, Boston, MA	2008
7TH INFORMATION ARCHITECTURE SUMMIT, Vancouver, BC	2006
6TH INFORMATION ARCHITECTURE SUMMIT, Montreal, QB	2005
USER INTERFACE 6 EAST, Boston, MA	2001