

JODENE EIKENBERRY

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SUMMARY

UX/IA professional with over 7 years experience designing user interfaces and interactive experiences for mobile and small screen devices (UMPC's), custom software applications and large scale e-commerce and social networking websites. Passionate advocate of customer-focused solutions based in user research, usability testing and iterative product design cycles.

PROFESSIONAL EXPERIENCE

VULCAN, INC (TECHNOLOGY R&D GROUP), Seattle, WA 2005 – present
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 Auxiliary Display User Interface**

In charge of redesign of UI for 176x220mm auxiliary display that provides immediate access to email, calendar, contacts, and music playback from UMPC exterior. Using task-based user scenarios, I designed a hierarchical menu interface specific to small screen and mobile requirements. Key challenges included designing for a jog dial input device (no mice, keyboard, soft keys) and for a hardware/software feature set unique to the market.

◆ **FlipStart Custom Software User Interface**

Responsible for complete IA and UI redesign of a custom software application intended to simplify tasks for a small form factor. Goals were to address design constraints specific to display size and jog dial/back button interaction model and redesign the navigation to reduce task completion paths. Through research and task analysis, I advocated eliminating non-essential features, streamlining others, and designed a key new feature that exposes status-specific PIM data from deep in the hierarchy to the top level menu.

◆ **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

2001 –2005

UI and Site Design Manager

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

Project goal was to generate substantial new revenues by streamlining reunion tools and community-building functionality through an extensive redesign. Member of two-person IA team responsible for wireframes, user flows, user stories, prototypes. Contributing author to functional spec.

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

Project goal was to increase member value and paid subscriptions by building new features allowing users to post content and create personal networks. Member of two-person IA team responsible for wireframes, site maps and prototypes. Visual designer of stationary templates. 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)**

Goal was to build paid subscriber base by creating tools for users to personalize their profiles through biography, Q&A and comparison features. Responsible for all UI design deliverables and incorporating usability testing results in an extremely compressed 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)**

Goal was to design a new workplace directory to expand Classmates product line. The UI included a search

interface of 1.5 million company database and registration process. 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*)

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 65-378% six months after launch.

WEBVAN, Foster City, CA 2001

Freelance Web Designer

- ◆ Completed UI and graphic design for a variety of market and segment specific projects.

HOMEGROCER, Kirkland, WA 1999 – 2001

Web Designer

- ◆ Supported Senior Design in project releases of three site redesigns (2 minor, 1 major) with an emphasis on brand integration, site navigation, information architecture, and site usability.
- ◆ Responsible for weekly publishing content updates including home page and merchandising portal design, typography and photography treatments, and graphic optimization.

PUBLICIS, Seattle, WA 1998 – 1999

New Business E-Pro

- ◆ Designed multi-media and print-based new business campaigns. Successful campaigns included Washington State Department of Tourism, Washington State Lottery, TreeTop, and PETS MART

FIREMAN'S FUND INSURANCE COMPANY, Los Angeles, CA 1996

Freelance Presentation Designer

- ◆ Designed and produced a multi-media presentation for an international business symposium.

PARSONS/BRINCKERHOFF INC., Boston, MA 1989 – 1995

Slide Librarian/Photographic Coordinator/Presentation Designer, Central Artery/Tunnel Project

- ◆ Coordinated staff/freelance photographers and digital imaging/photo vendors, ensuring that creative was completed aesthetically, efficiently and within budget.
- ◆ Edited and cataloged project imagery; maintained archive of 50,000+ images.
- ◆ Created and produced CA/T PowerPoint presentations for business, political and educational audiences.

SOFTWARE & WEB SKILLS

PhotoShop, Visio, 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 1998

The School of the Art Institute of Chicago, Chicago, IL

BACHELOR OF ARTS; LIBERAL ARTS 1985

The Evergreen State College, Olympia, WA

CONFERENCES & SCHOLARSHIP

7TH INFORMATION ARCHITECTURE SUMMIT, Vancouver, BC 2006

6TH INFORMATION ARCHITECTURE SUMMIT, Montreal, QB 2005

USER INTERFACE 6 EAST, Boston, MA 2001

AMERICAN INSTITUTE OF PHOTOGRAPHY, NYC, NY (National Graduate Seminar Fellow) 1998