

JODENE EIKENBERRY

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SUMMARY

UX/IA professional with over 8 years experience 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.

PROFESSIONAL EXPERIENCE

IDEO, San Francisco, CA Aug 2007 – Present
Information Architect (Freelance)

◆ **AT&T Mobile UI**

Contracted to create interactive documentation for forthcoming mobile UI product. Final deliverables included user stories, creating wireframes, and designing flowcharts to illustrate user interactions.

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.

◆ **Citation Shares Customer Service Web Application**

Part of core team conceptualizing process improvements through UX improvements 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.

◆ **T-Mobile Collaboration Zone Web Portal**

IA for internal web platform designed to allow corporate and creative agency users from disparate locations to communicate and collaborate on creative work. Due to shortened project timeline, project was completed using paper prototype method to iterate on interface and interaction concepts.

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

IA for substantial redesign of national eye care insurance website. Goal was to provide a flexible, scalable architecture for future growth and reduce dependencies on customer services through by incorporating UX best practices in navigation and content realignment.

PERFECT PIXELS, Seattle, WA 2007 – Present
Information Architect (Freelance)

◆ **Microsoft (MSN Group)**

IA for internal MSN site planning and reports tool. Goal was to redesign the IA of a series of feature-laden report generation interfaces to for clarity and ease of use.

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 redesign of UI for 176x220mm auxiliary display that provides immediate access to PIM content and music playback from UMPC exterior. Using task-based scenerios, I designed an interface specific to mobile small screen 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 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 2001 – 2005
UI and Site Design Manager

- ◆ **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. 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 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 65-378% six months after launch.

HOMEGROCER/WEBVAN, Kirkland, WA 1999 – 2001
Web Designer

PUBLICIS, Seattle, WA 1998 – 1999
New Business Designer

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 & 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