



Dana L Kite

www.kitethehero.com | www.twitter.com/kitethehero

Summary

Hands-on interactive generalist with solid hybrid skills seeking great company that appreciates an out of the box thinker who enjoys getting things done while keeping a sense of humor. Likes collaboration, meeting deadlines, evangelizing user experience, and long walks on the beach.

- ◇ Interaction/Interface Design
- ◇ Usability
- ◇ Information Architecture
- ◇ Project Management
- ◇ Content Management
- ◇ Design & Visual Communication

Work Experience

Elsevier

2010-Present

Senior User Experience Specialist

Partnering with product management, technology teams, and other UCD colleagues to create optimal online user experience for customer and developer side of SciVerse Applications (applications.sciverse.com). Directing and driving all user experience activities (user research, testing, and analysis, user interface, interaction, and information design, managing UCD timelines, and creating all user experience project documentation).

- ◇ Designed user flows and screen designs for new e-commerce initiative to sell application subscriptions
- ◇ Became expert in new CMS system (WebGUI), used for the developer-facing site, designed content templates, and provide ongoing support to content contributors using the system
- ◇ Creating applications user experience guidelines and consulting with internal application developers

American Express

2006-2009

Manager, User Experience

Manager for AmexWeb, the American Express corporate intranet, serving over 60,000 employees globally. Liaison between AmexWeb team and site partners representing the company business units and staff groups. Performed a variety of user experience activities including usability assessments, user testing, interaction/interface design, and managing site builds and site migrations.

User Experience and Design

- ◇ Conducted usability assessments (heuristic reviews) of learning system applications, PeopleSoft implementation, on-boarding applications and Wiki systems
- ◇ Ran user testing (scripting, recruiting, scheduling, facilitating, reporting) for the migration of a staff group site, a PeopleSoft implementation project, a new login process, and a variety of other smaller intranet projects
- ◇ Created interactive wireframes and final graphical design for custom acronym Wiki
- ◇ Worked with Six Sigma team and orientation managers to transform new employee on-boarding material into an online tool
- ◇ Performed card sorts to develop categories for both learning system and site for virtual employees
- ◇ Presented and led hand-on sessions at annual UE Summit for site partners

Project Management

- ◇ Managed initiative to develop standards for AmexWeb by working with outside design firm for development of outline, managing a contract resource for consolidation of standards and managing build of standards site
- ◇ Lead site migrations from version 6 of Vignette Content Management (VCM) to version 7 VCM including the technology staff group site which was comprised of thousands of pages
- ◇ Responsible for an \$80k budget for engagement on off-shore development team

United Communications Group

2004-2006

Project Manager

Primary user experience specialist for the company, duties included usability reviews, creating and updating information architectures, wireframing and interaction/interface design. Managed a variety of web projects including site launches and redesigns requiring coordination with business users, developers, designers, testers, and network administrators. Acted as a web/graphic designer on numerous projects.

User Experience and Design

- ◇ Redesigned DecisionCoder marketing web site and created a Flash tour of the DecisionCoder application
- ◇ Created 50+ audio conference marketing sites and corresponding ads and emails



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**Work
Experience,
cont.**

United Communications Group

Project Manager

User Experience and Design

- ◇ Managed the user experience and graphical design of a home health portal web site
 - ◆ Mapped out the complete site information architecture and user experience with wireframes which included the display of 5 publications, 3 reference libraries, search and search results, store, events, 4 discussion forums and the experience for registration and purchase
- ◇ Developed wireframes for and optimizing the user experience for the redesigns of the following sites:
 - ◆ American Graduate University - created new site architecture
 - ◆ The VoiceReport - designed new purchase/checkout experience
 - ◆ RFIDOperations - revised the site architecture to accommodate altered business plan
 - ◆ Board of Advanced Medical Coding - created new site architecture

Project Management

- ◇ Project managed the redesign of the United Communications Groups corporate web site
- ◇ Communicated across all IT groups (liaisons, analysts, developers, testers, network administrators) to capture and document a new IT project life cycle process

Ingenix Publishing

2001-2004

Creative Services Project Manager (Contract Position), 2003-2004

Evaluated and documented processes in marketing creative department while also managing the work load of the department

Training Operations Project Manager, 2003

Coordinated internal training details including scheduling training sessions, coordinating content deliver, tracking of training efforts, and maintaining and improving departmental processes.

Web Content Lead, 2001-2003

Web Content Specialist, 2001

Created and managed content for e-commerce sites, primarily www.ingenixonline.com that generated over \$1 million/year in online sales. Maintained 100+ product inventory pages and 50+ content pages.

User Experience and Design

- ◇ Created mock-ups for redesign of IngenixOnline and worked with marketing department to improve both the customer shopping experience through improvements to search, category, and product pages and collection of promotion codes.
- ◇ Mapped out in wireframes and flow-charted an expedited registration process for IngenixOnline
- ◇ Coordinated content direction and development with product and marketing managers

Project Management

- ◇ Coordinated job flow between marketing managers, designers (in-house and freelance), production, and print services for an average of 20 monthly direct response campaigns
- ◇ Revamped monthly web reports to make the information available at a glance for senior management

Missouri Department of Natural Resources, Jefferson City Regional Office

1996-1998

Environmental Specialist

Education

New York University

2000

Master's Interactive Telecommunications Program, Tisch School of the Arts

Course work in design, information architecture and usability, programming, video, audio, and online communities

University of Missouri-Columbia

1996

Bachelor of Science, Biological Sciences (Phi Beta Kappa, cum laude)

**Skills &
Software**

Proficient with a large suite of products including: Adobe Creative Suite, Camtasia, Microsoft Office Suite, WebTrends, Omniture, Vignette Portal/Content Management, and SharePoint
Excellent knowledge of HTML and CSS, working knowledge of JavaScript