

EXPERIENCE SUMMARY

Demonstrated over 12 years experience with user experience design and business analysis of mobile, web, and application development. Conducted usability studies and managed all stages of user-centered design process. Engagement lead and primary liaison between multiple business units and technology teams during full life-cycle development process. Full life-cycle project management/business analysis (UML/OOD/RUP) and implementation experience of enterprise-wide IT initiatives including: Application and Website Development, Content Management, Intranet/Internet Portals, B2C/B2B eCommerce, Electronic Collaboration, Document Management, EDI, and Data Conversions.

Selected Clients include: CBS, JPMorgan, Morgan Stanley, Bank of America, BusinessWeek Online, CIGNA, American Express, Pfizer, Dept. of Homeland Security (TSA), and Eli Lilly.

EXPERIENCE

INDEPENDENT & MAD*POW (Feb 2010 – present)

Consultant, Experience Design

- Primary experience designer for home healthcare clinical documentation application; conducted primary research, designed concepts, wireframe creation, collaborated with visual design and front-end development teams; primary client liaison and project manager
- Provided short-term interaction design for horse racing website; developed wireframe extensions
- UX designer for Microsoft Dynamics CRM 4.0 custom implementation for private insurance brokerage

DIRECTV (Feb 2009 – Feb 2010)

Principle Usability Architect

- Primary usability architect for 9 DIRECTV Latin American websites (Argentina, Puerto Rico, Uruguay, Peru, Ecuador, Venezuela, Caribbean, Colombia, and Chile)
- Designed MiDIRECTV, a secure self-service online bill-pay and account management website
- Designed DIRECTV mobile DVR scheduler; Created DIRECTV Sports portal

ENTERPRISE (Jan 2008 –Nov 2008)

Lead Usability Architect

- Managed and performed daily usability and analysis efforts for full life-cycle application development projects; develop UCD process and methodology
- Conducted primary market and user research; created wireframes and design concepts, IA, personas, task analysis
- Consulted with senior-level business owners to assess near and long-term needs; provide expert strategic guidance; mentored junior staff

PHARMERICA/Kindred (Nov 2006 –Nov 2007)

Sr. Business Analyst

- Managed corporate-wide (all lines of business) scoping and planning for post-merger integration application transitions
- Coached and guided junior business analysts on role, fundamental skills, and creating deliverables like business requirements, process workflows, use cases, and test plans. Conducted monthly Brown Bag sessions
- Consultant on pharmacy division data conversion and replacement of prescription filling and billing system for institutional pharmacies utilizing EDI (electronic data interchange) standards
- Additional responsibilities: performed application certification and full life-cycle analysis activities and implementation of an enterprise-wide time tracking system

BE SQUARED CONSULTING (2004-2006, Owner)

CBS

Consultant, Manager, User Experience and Business Analyst Team

- Provided usability assessment of current-state application; conducted ethnographic field research; created GUI solutions based on usability evaluation; Usability SME
- Business process improvement: evaluated effectiveness, efficiency, and adaptability of existing sales and marketing processes as it related to new applications. Performed gap analysis, created best practices recommendations, produced deliverables (use cases, workflows, functional specs, wireframes, GUI style guide)
- Managed team of 5; scoped project work effort, developed approach, project plans, budget and resource planning, managed day-to-day engagement
- Consulted on replacement of 20+ year old mainframe television sales traffic and planning system for media company; business process re-engineering, CRM software selection, training development, and change management, requirements gathering, business process reviews, SOX compliance

JPMORGANCHASE

Consultant, Release Manager & Usability Specialist

- Provided Usability SME guidance to senior management on Investment Bank-wide change request and change activity notification system

- Handled all aspects of release management (using CMM) for enterprise-wide and client facing tier-3 pre-trade and post-trade investment research portal that handles 80+ upstream/downstream data feeds; ensured the successful planning, control, and execution of all software changes into the production, disaster recovery, and UAT environments; directly managed complex releases across multiple teams across multiple time zones
- Formalized application release workflow and methodology process for Operate, AD, and LoBs; organized compliance activities for application. Primary responsibilities included managing all Operate team release activities and working directly with AD teams, production support staff, infrastructure teams, as well as LoB operations staff; SOX compliance required for traceability
- Functional role: directly responsible for Permit to Operate process to evaluate and assess the ramifications, benefits and risks of the planned production releases; maintained operational consistency across all supported environments; implemented best practices for support and releases to ensure Sarbanes-Oxley compliance
- Additional responsibilities: planed Level 1, Level 2, and Level 3 support-teams rollout to Peregrine problem management system

MORGAN STANLEY

Consultant, Senior User Experience and Business Analyst

- Performed usability testing of fully functional prototype with over 20 subjects (focus: time on task, rate of errors, time to learn, and subjective satisfaction); analyzed and presented findings to senior level management; incorporated findings with design concepts
- Consulted on enterprise-wide Knowledge Management and Content Management project across all business lines that offers single-point access to proprietary content via a Google-like search; developed project plans and effort estimates
- Primary responsibilities included working directly with bankers to analyze needs and system specifications, documented and defining the business requirements for project; developed functional design specifications; liaised with the development teams to ensure successful development of the requirements
- Functional role: Usability and Design SME, Business Process development and mapping, Workflow Engineering, Requirements gathering, Use Case development (UML), Usability Testing, Content Management SME

DELOITTE CONSULTING (2000-2003)

SENIOR CONSULTANT

CIGNA

Web Usability and IT Strategy

- Performed expert evaluation and led redesign effort of a global B2C website
- Facilitated JAD sessions with development, business, and executive teams
- Devised key business plan for stakeholders with change management initiatives to gain enterprise-wide buy-in for usability improvement

BANK OF AMERICA

Business Development and IT Strategy

- Managed team of 6 visual designers, information architects, and developers for front-end development of a \$40MM B2B financial exchange to perform eMarketplace integration
- Developed UI and user requirements for B2C payment system for e-Marketplace integration that included the identification of actors as well as use case writing (UML) with the Rational Unified Process (RUP)

ELI LILLY

Business Process Automation and IT Strategy/Infrastructure

- Led CMS software diagnostic and recommendations with emphasis on integration with existing technology. Facilitated client selection of Interwoven's TeamSite and IBM Websphere as appropriate scalable products.
- Managed functional team of 6 in gathering requirements for targeting and delivering information in context for Pharmaceutical's most comprehensive multi-brand, interactive platform for physicians
- Identified key analytics, market segmentations, and implicit and explicit personalization rules and scenarios to match the client's primary user needs; wrote use cases (UML); created scope-change process
- Worked with client's knowledge management team to revise their metadata management strategy for tracking and tagging content (based on Dublin Core) that allowed for a comprehensive content integration, multi-level workflow, and data transformation to tie together information and business processes

DEPT OF HOMELAND SECURITY

Business Process Development and IT Strategy/Infrastructure

- Led business team to develop functional requirements (RUP) for intra-agency workflow (FAA, TSA, DOT) based on interviews and system analysis. Developed SOW, approach, schedule, and risks
- In compliance with Congressional mandate developed short-term intranet website for rollout of new Federal Security Directory (FSD) communication and training; created project plan; provided effort estimates
- Functional role: usability and design SME, business process development, workflow design, use case development (UML)

- Created and implemented traditional training (classroom and hard copy materials) for intranet protocols; developed and maintained web-based learning materials

PFIZER

Business Analysis & Design, Project Management

- Managed global content management project (RUP) that involved cross-functional team from communications, process, strategy, and technology. Developed SOW, project approach, risks, schedule, and budget
- Led vendor selection process for CMS. Selected custom-built solution (in ASP with Oracle database) to best support client needs of integration with existing technology and scalability. Recommended and implemented Documentum 4i Suite and newly acquired eRoom software in place of legacy Access applications and OpenText
- Directly produced web-based and traditional courseware for business users; conducted classroom training for world-wide deployment; conducted train-the-trainer sessions

ENJEWEL.COM (2000)

Digital Asset Manager

- Created customized asset management workflows and asset repository for retail jewelry site
- Launched 80+ affiliate websites; coordinated online advertising and marketing
- Managed vendor relationships and marketing staff

NEW YORK TIMES DIGITAL (1999)

Marketing Associate - Intern

- Conceived and executed successful guerilla marketing campaign; increased site traffic by 20%
- Produced financial and traffic analysis; used metric/analysis tools (online metrics)
- Expanded overall marketing strategy for site vertical

HEARST CASTLE (1996-1998)

Guide Interpreter P.I.

- Conducted daily public and private tours of historical house museum
- Engaged in primary historical research

SYSTEM EXPERIENCE

Software/Technologies: Replicon Web TimeSheets, FrameworkLTC Pharmacy , WebSphere, Plumtree, Vignette, E.piphany Real-Time, Documentum, Commerce One, Siebel, NIC Commerce, DocStar, Eudora, Rational Suite, Interwoven Team Site, Oracle, WebTrends, Vantive, Peregrine, Nagios, InstantDemo, Caliber RM, SharePoint, MS Dynamics CRM

Design and Testing tools: Adobe Fireworks, Camtasia Studio, Morae, Axure RP, Visio

CONFERENCES/WEBSITE

2011 TED Project, 'The Future of the Book', Advisor
 2011 Usability Professionals Association International Conference, Education Co-Chair; Speaker
 "Reading Body language during Usability Testing – A Quick Guide"
 2010 Usability Professionals Association International Conference, Experienced Practitioner Co-Chair
 2009 Usability Professionals Association International Conference, Panels Co-Chair
 2008 Usability Professionals Association International Conference, Idea Market Talk "Back-end Usability"
 2002-2006 Talks - New York University, School of Professional Studies Master's Program
www.brookebaldwin.com

EDUCATION

New York University
 Masters of Science, Business and Technology
 (Web Publishing)

University of California, Santa Cruz
 Bachelor of Arts, English

MEMBERSHIP/TRAINING

Member – Usability Professionals Association
 Member - NYC Usability Professionals Assoc.
 Member – IxDA, Interaction Design Association
 Member – Web Producers Organization
 Human Factors International: Putting Research into Practice
 Quantitative Analysis for Usability
 Human Factors International: User Centered Analysis
 IBM: WebSphere
 IBM: Content Management

Nielsen Norman Group: eCommerce Usability
 Nielsen Norman Group: User Testing
 Deloitte Consulting Training: Strategic Sourcing
 Edward Tufte: Presenting Data and Information
 UC Berkeley: Cognitive Psychology

FOREIGN LANGUAGE

Spanish - Advanced Conversation; Intermediate Business