

# KELLI BERNARD

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## QUALIFICATIONS

- Extensive experience analyzing business, user and technical requirements and developing interface specifications.
- Able to apply user-centered design methodologies to create innovative, customer-focused products.
- Effective communication, project management and organizational skills.
- Proficient with Visio, InDesign, Dreamweaver, Director, Visual Basic, Flash, Illustrator and Photoshop

## EMPLOYMENT HISTORY

### **Freelance Information Architect/Usability Analyst**, New York, New York (April 2005 – Current)

- Provide interaction design services to a range of clients, from financial institutions to bakeries, helping to create websites focused on customer needs.
- Develop wireframes, site maps and prototypes to outline new site architectures.
- Moderate one-on-one usability testing sessions and focus groups to help clients gain customer insight to application redesigns.

### **Starwood Hotels and Resorts**, White Plains, New York (August 2003 – April 2005)

#### **Senior Manger of Information Architecture**

- Developed information architecture department process and deliverable standards.
- Established metrics for evaluating project success including site download time, task completion and error rate, user satisfaction, conversion and click-through.
- Created a research database of user experience and design reference materials and established the IA Newsletter, an internal monthly publication highlighting articles on information architecture and web design best practices.
- Acted as the lead information architect for major Starwood site redesigns including Starwood Preferred Guest ([www.spg.com](http://www.spg.com)), Starwood Meetings and Events ([www.starwoodmeetings.com](http://www.starwoodmeetings.com)), Starwood Meetings in a Moment and all Starwood property pages.
- Validated project designs through online surveys, focus groups and usability tests.

### **Enfish Corporation**, Pasadena, CA (June 2001 – June 2002)

#### **Usability Analyst**

- Responsible for designing, conducting and analyzing usability tests and providing usability recommendations for Enterprise portal software.
- Created project plans for portal software, outlining budget, resource and timeline requirements for the product planning team.

### **Sapient**, Los Angeles, CA / Atlanta, GA (January – March 2001)

#### **Information Architect**

- Developed interface recommendations for web sites and web applications.
- Created project proposals for prospective clients.
- Translated experience-modeling research into user task models and feature sets for the American Cancer Society online bookstore.

### **IXL Inc.**, Los Angeles, CA (September 1998 – August 2000)

#### **Information Architect** (1999-2000)

- Worked directly with clients to define business goals and evaluate existing branding and marketing strategies.
- Conducted competitive analyses and market research studies and incorporated findings into site redesigns.
- Outlined information flow and navigation structure for large site redesigns including eStamp.com and Seibel Systems.

#### **Quality Assurance Lead** (1998-1999)

- Coordinated testing efforts and worked with the project team to improve site functionality.
- Responsible for interviewing and training new quality assurance employees.

## EDUCATION

### **Carnegie Mellon University**

#### **Master of Human-Computer Interaction**, August 2003

- Developed UI style guidelines and interface recommendations for Texas Instruments educational software.

### **University of California, Los Angeles**

#### **Bachelor of Science in Cognitive Science, Specialization: Computing**, September 2000

- Conducted research with Raytheon Laboratories and redesigned air traffic controller displays based on visual perception cues.