

**KELLI BERNARD**  
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I work to create innovative products and experiences that make life more enjoyable and keep a business growing. My specialties include communicating directly with end users to identify design and market opportunities and developing creative, user-friendly products, both online and off.

## EXPERIENCE

### **User Experience Consultant** (April 2005 – Current)

- Provide business strategy, usability research and interaction design services to companies across various industries including travel, food and beverage, finance, mobile devices, lifestyle and education, helping clients define business goals and evaluate existing product development and branding strategies.
- Create wireframes, site maps and prototypes to outline new site architectures.
- Develop customer profiles, test plans, research scripts and detailed reports for websites and software application testing, focusing on identifying customer goals and improving usability.

### **Amai Tea and Bake House**, New York, New York (April 2005 – July 2009)

#### **Founder and President**

- Created an award-winning wholesale and retail bakery in Manhattan with 15 employees and annual sales exceeding \$500k.
- Developed targeted marketing campaigns to retail customers through social-networking sites, blogs, e-newsletters and events, and focused on wholesale customers through tradeshow and strategic partnerships.
- Responsible for all financial aspects of company operations, including sales projections, budgets and product development timelines.

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

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

- Managed a team of three information architects, and 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)), and all Starwood hotel brand sites (Westin, W Hotels, St. Regis, Luxury Collection, Sheraton and Four Points by Sheraton).
- Created a scalable, engaging and informative new site architecture for all Starwood property pages, successfully marketing thousands of hotels across five different hotel brands, located around the world, meeting various language and cultural requirements.
- Improved customer-satisfaction and increased online bookings through Starwood-owned web sites by conducting user research and tracking metrics including site download time, task completion and error rate, user satisfaction, conversion and click-through.

### **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.

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

**Information Architect**

- Developed interface recommendations for web sites and web applications and created project proposals for prospective clients.

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

**Information Architect** (1999-2000)

- Conducted competitive analyses and market research studies and incorporated findings into site redesigns.
- Outlined information flow and navigation structure for large website redesigns.

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

- Coordinated bug testing efforts and worked with the project team to improve site functionality.

**EDUCATION**

**Carnegie Mellon University**

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

- Conducted market research with elementary and middle school teachers, and developed style guidelines and product 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.