

Sue Ann Harkey / Information Architect - Interaction Designer

Seattle, Washington
Cell: 206 327 4691
Land: 206 328 5969

Mail to: sueann.harkey@cactusbones.com
LinkedIn profile: <http://www.linkedin.com/in/sueannharkey>
Online portfolio, User Experience: <http://sueannharkey.com>

Profile: Have over 12 years proven experience in complex business and systems environments on high traffic, market share enterprise sites with EMEA positions in both agency and client-side environments. Specialize in ecommerce, dynamic, database driven web sites and application information architecture, interaction design and content strategy. With a focus on meta-data utilization in search, navigation and account management. Lead projects from concept to launch of complete redesigns, content migrations, new product and feature design, integration, implementation, user research and UAT testing. Veteran champion and practitioner of user centered design techniques in methods resembling agile through waterfall. Author and moderator of diverse contextual and observed usability studies, workshops and prototypes. Responsive to user research results and site analytic analysis to increase ROI, conversation and seamless task completion. Manage small teams of permanent and contract user experience architects, usability specialists, copywriters, visual designers and vendors. Hold dual citizenship with US and UK.

Eddie Bauer: August > December, 2011 Bellevue (contract) <http://www.eddiebauer.com>

User Experience Designer

Interaction design for ecommerce Q4 enhancements; Projects include: 'Checkout Conversion' enhancements, addition of 'Live Chat', 'Store Locator' API upgrade, 'Error Messaging' audit, analysis and solutions, 'No Search Results' content additions and presentation enhancements, 'Free Shipping' promotion code use cases and 'Product Page Enhancement' concepts based on user testing results and competitor analysis. Closely assist in usability testing and resolution support for; 'Store Locator' tests, and 'Product Page' tests. Provide user experience patterns, annotated wireframes and behavior specifications for implementation. Contribute substantial support on QA testing issue tracking. Work directly with and lead internal and 3rd party developers, project managers and analysts from requirements through design, specifications presentations, issue resolution and final implementation.

Eddie Bauer is an outdoor brand that offers signature outerwear; men's and women's clothing, gear and accessories; and world-class mountaineering gear. All built to one standard: to be the best. A specialty retailer with approximately 370 stores throughout the US and Canada, catalogs, web sites, and joint ventures in Germany and Japan.

iSoftStone: June > August, 2011 Kirkland (contract) <http://www.isoftstone.com>

Information Architect

Information Architecture for the integration of a new mobile developers API product catalog and 3rd party development platform service project for a leading client in the telecommunications sector. My role included: requirements gathering through conducting on-site client workshops and review sessions with cross discipline business stakeholders. Provide navigation structures, flowcharts, sitemaps and wireframes. Work closely with client leads and iSoftStone's internal user experience design team.

iSoftStone is a leading China-based provider of outsourced technology services, including IT consulting & solutions, IT outsourcing services and business process outsourcing services.

Salient6: March > June 2011, Bellevue (contract) www.salient6.com

Information Architect

Lead Information Architect for the addition of SharePoint Intranet hub templates. My role assisted in conducting on-site workshops to establish business requirements for a client in the financial services sector. I provided scenarios, content strategy, navigation structures, flowcharts, sitemaps and annotated wireframes.

Salient6 provides user-centered, process-driven solutions to enterprise businesses using Microsoft SharePoint and .NET platforms.

Garrigan Lyman Group: March 2011, Seattle (freelance consultant) www.glg.com

UX Designer

Brought in to lead the user experience design of a Microsoft Windows Live stand alone site. Provided flowcharts, annotated wireframes and conducted internal and on-site client review sessions.

The Garrigan Lyman Group (GLG) is an award-winning full-service digital creative agency headquartered in Seattle. GLG offers unmatched brand and interactive experience, strategic insight, creative vision, and technology-forward solutions.

Microsoft: October 2010 > February 2011, Bellevue (contract) <https://adcenter.microsoft.com>

UX Designer: Microsoft Advertising - adCenter - pubCenter - Graphic Designer III

A contract role to assist in the interaction design for enhancements to the online advertising end-users account management tools and dashboards. Worked closely with research providing click-through prototypes and resolutions recommendations. Provided product managers with UX behavior specifications, graphic design guidelines, redlines and final assets for implementation.

Microsoft's adCenter is a robust collection of online advertising campaign creation and reporting tools for placement in Bing, Yahoo!, and MSN search results.

Produxs: June > July 2010, Seattle (contract) www.produxs.com

User Experience Architect

Worked on-site at a leading online advertising company, Marchex, on their reputation management and online ad tools.

Produxs is a Seattle based agency specializing in SEO solutions.

Tobias and Tobias Interactive: February 2008 > January 2010, London www.tobias.tv

Head of User Experience: March 2009 > January 2010

Manage small permanent UX team. Resource planning and recruitment of freelance contractors. Review and mentoring on UX deliverables. Client facing support, preparation and presentation of pitch materials for new business development.

Sr. User Experience Architect: February 2008 > March 2009

Information architecture and interaction design for blue chip financial services, ecommerce and transportation web sites.

Clients Include:

Fidelity International: <http://www.fidelity.co.uk>

Image Source <http://www.imagesource.com>

Barclays Bank <http://www.barclayswealth.com/> / <http://www.barcap.com/>

Early Learning Centre <http://www.elc.co.uk>

Thameslink Programme <http://www.thameslinkprogramme.co.uk>

Tobias and Tobias Interactive is a London based digital agency that provides full service design and build solutions for financial services, transportation and ecommerce web sites.

LBI: October > December, 2007 London www.lbi.com

Lead User Experience Architect: Designated to the Wealth and Health portfolio assigned to Dresdner Kleinwort Investment Bank intranet redesign concept. Design of task based navigation and role based personalization/customization work-flow tools.

LBI is a leading European full service digital agency network servicing clients with marketing and technology solutions.

Betfair, The Sporting Exchange: January 2006, > August 2007, London www.betfair.com

Sr. Information Architect: Designated to the Sporting Exchange product team. Information architecture and interaction design.

Product launches include: Betfair portal – Multiples Bets – Aggregated Football Zone – Starting Price – Italian SportsBook

Betfair, The Sporting Exchange is the world's largest online betting community. Serving over 80m page views per day on up to 3,000 different betting markets. Supporting 5m transactions a day processing more than 300 bets a second from 100,000 users.

LOVEFiLM: July > December 2005, London (freelance consultant) www.lovefilm.com

UI and usability consultant for screenselect.co.uk (now lovefilm.com): Site behavior evaluations and competitor reviews. Analysis of usability studies. Assessment of works-in-progress prior to launch. Provide UI solutions page mock-ups and reports.

LOVEFiLM is Europe's leading online DVD subscription services (equivalent to Netflix in the US).

Getty Images: July > September 2005, London (contract) www.gettyimages.com, www.image.net, [Media Manager details](#)

Project Manager/Business Analyst: User interface design and functional specifications authoring for a white label shopping cart feature for Getty Images Media Manager 5.4 product launch.

Getty Images Media Manager acquired from London firm image.net is a browser based digital asset management system.

Digital Vision Ltd.: October 2002 > June 2005, New York, London, www.digitalvision.com (now retired)

Site Director / Web application design specialist: Information architecture and user interface design for the redesign of ecommerce web site and backend web application sales tools supporting three currencies, six languages, and three digital asset types. Oversaw small team of permanent and contract web designers and vendors. Usability study design, recruitment, moderation, analysis and final report presentation.

Digital Vision Ltd. was acquired as a wholly owned brand by Getty Images in the spring of 2005 is still a leading publisher of royalty-free image and multi-media content with a European slant for the creative industry now hosted on the Getty Images site.

Getty Images: September 1998 > June 2002, Seattle www.gettyimages.com

Information architect / user interface designer II: 2000 > 2002

Information architecture, user interface design and implementation of new features and acquisition integration on ecommerce web sites and proprietary backend web applications, user dashboards, custom online discounting tool, and financial sales reporting tools.

Senior web designer: 1998 > 2000. photodisc.com (now retired)

Oversee all marketing design and development for new promotional features and functionality. User interface design and implementation of site localization. Design and delivery of all online advertising campaigns HTML. Redesign of online CD store.

Getty Images is the leading provider of imagery and film to creative and editorial professionals around the world. Within my tenure Getty Images reached online revenues of over 1m a day serving an average of 2.3 million unique visitors each month.

Applications

Axure
Visio
OmniGraffle
Photoshop
Illustrator

MS Office/Expression
BBEdit
HomeSite,
ClearQuest
Macintosh and Windows platforms