

name

**ALLA
ZOLLERS**

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Profile

Passionate, high-energy, innovative and hands-on **experience architect** with proven experience creating products that bring value to both the customer and business. Designing solutions that are not only lean and elegant, but always feasible to implement.

Experience

Independent Consultant Boston, MA 2010 - Present

Principle Experience Architect

Recent clients include: Carnival Cruise Lines, Motorola, Sallie Mae

- Utilized a variety of qualitative research methods and analytics data to understand customer needs, market fit, and product gap analysis
- Developed and evangelized overall product strategy and vision
- Conceptualized and designed in prototype form the entire user experience
- Created, moderated, and analyzed remote usability tests
- Used Lean UX methods to communicate with cross-functional teams through sketches, workshops, prototypes, flows, and sitemaps
- Managed visual designers and the development team on intermediate states of the projects

Mad*Pow Portsmouth, NH 2009-2010

Senior User Experience Designer

- Interacted directly with clients as a project lead on numerous projects
- Regularly worked on 2 -3 different projects simultaneously, ranging from user research, strategy, to information architecture and interaction design
- Created, moderated, and analyzed remote usability tests
- Collaborated with visual design and development to see each project through to completion
- Managed project timelines, client expectations, and timely delivery of work

ThoughtWorks Boston, MA 2009

Senior User Experience Consultant

- Collaborated closely with clients, visual designers, and developers in agile/scrum
- Started internal UX initiative to develop UX as a core company offering, and helped facilitate the business development and sales of UX
- Facilitated research, discovery, and requirements solicitation workshops
- Utilized agile UX techniques such as sketches, prototypes, and usability testing to get to good design faster

THE GROOP Los Angeles, CA 2008 - 2009

Experience Architect

- Collaborated closely with clients, visual designers, and developers in agile/scrum
- Worked on MySpace Holiday Wishlist, increased app installs by 3X from previous year
- Created intelligent and innovative design solutions by being personally involved in product strategy, requirements gathering, user research, information architecture, and experience design
- Ensured communication between diverse team members through clearly annotated and well developed deliverables
- Validated design work with guerilla usability testing

Oversee.net Los Angeles, CA 2008

User Experience Designer

eCivis Pasadena, CA 2007 - 2008

Usability/Front-End Developer

Education

University of California, Los Angeles — Ph.D. Information Studies, Incomplete

University of Indiana, Bloomington - M.S. Human-Computer Interaction, 2005

Rose-Hulman Institute of Technology, Terre Haute - B.S. Computer Science, 2003

Relevant Skills

Research and Evaluation

Observation, in-depth interviews, focus groups, surveys, card sorting, affinity diagrams, contextual inquiry, usability testing, participatory design, competitive analysis, heuristic evaluation, and statistical data analysis

Deliverables

Strategy documents, personas, storyboards, scenarios, wireframes, user flows, taxonomic structures, site maps, prototypes and usability reports

Technical Knowledge

HTML, CSS, Javascript, PHP

Software Expertise

Windows, Macintosh, Linux, Adobe Photoshop, Fireworks, Illustrator, InDesign, Dreamweaver, Go-To-Meeting, omniGraffle, Axure RP, Morae, Microsoft Office Suite, iWork Suite

Professional Associations

Information Architecture Institute, Interaction Design Association, Usability Professionals Association

References Available Upon Request