

## Overview of Skills

Multidisciplinary designer and UX strategist with a knack for getting underneath the symptoms to find the real problem a client is facing. Fifteen years of experience in communication design, from branding to packaging to comprehensive web design. Combine a high level of professionalism with a wicked sense of humor and a passion for human-focused design. Demonstrated ability to conceive, launch and manage business ventures from planning to marketing to daily operations - and coach others to do the same.

### Core Expertise

UX Strategy and Design  
Branding/positioning strategy  
Design for Drupal  
Entrepreneurship/Startups  
Sustainable print design  
Writing and presenting

### Fascinations

*Professional:* HTML5 and CSS3, Lean/Agile UX, workflow and productivity systems, behavioral psychology, open source technology.  
*Personal:* hand lettering, bookbinding, urban homesteading, community supported agriculture.

### Tools

HTML and CSS, including CSS3  
Drupal and Wordpress  
All Adobe Creative Suite programs, including Fireworks.  
Working knowledge of MySQL, PHP and JQuery. On speaking terms with the command line.

## Selected Projects

### Founder/Principal, the zen kitchen :: 2004 – present

- Created and ran an independent design studio providing strategic consulting, brand development and web design for food, sustainability and social impact.
- Specialized in working with progressive startups to understand their audience, focus their positioning and create highly integrated brand campaigns for print and web.
- Also worked with larger brands to extend product lines, update old code to web standards, and create dynamic sales pages and presentations.
- Tapped an extensive network of independent colleagues to create customized project teams based on the scope of each project. Teams ranged from just me and the client to 3-5 independent designers, copywriters and developers.
- Created a comprehensive social media strategy for the studio. This strategy has resulted in \$15-20k per year in new business, along with multiple speaking engagements, writing assignments and new business inquiries.
- Gave support to other designers and entrepreneurs via private mentoring, speaking engagements, writing, and studio internships.

### Traktek Partners :: Boston, MA :: 2011

Worked with design team on high-profile project for a large luxury travel brand in the Boston area. Contributions include scenarios, user flows and wireframes, as well as prototyping information architecture and functionality in Drupal 7. Facilitated conversations between the design and technical teams, and worked with project stakeholders to keep the overall vision on track.

### Fresh Tilled Soil :: Waltham, MA :: 2011

Worked with design team to create initial project strategy for Campus Live, a web startup. Contribution included strategy, user flows and low-fi wireframe sketches during whiteboard sessions.

### Emergent Technology :: Boston, MA :: 2010

Brand and operations strategy for emerging clean tech startup. Clarified their vision, defined target stakeholders, and helped map out a plan for early growth. The resulting work helped them move into the Accelerator stage in 2010's Mass Challenge competition.

### pretty {functional} :: 2010 – present

Conceived, designed and developed a line of notebooks as an alternative to Leuchterm and Behance dot-grid journals. Launched store on Etsy in December 2010 after 2 months of design research and iterating prototypes.

### Selected Clients include:

Traktek Partners	ALNO USA	Virgin HealthMiles	Native American Natural Foods/
Canonical/Ubuntu	DiMella Shaffer	Blue Cross/Blue Shield of	Tankabar
Cooper Perkins	Human Rights Campaign	Massachusetts	New Leaf Legal

*Next page: publications, speaking, etc.*

## Community involvement, Speaking, Publications, etc.

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### Community

#### **Design for Drupal** :: 2008 – present

Active voice for designers in the Drupal community. Regular speaker at Boston's annual Design for Drupal Camp. Member of selection committee for 2011 Design for Drupal Camp.

#### **Downtown Womens' Club** :: Cambridge, MA :: 2009 – present

Created and maintain Cambridge chapter of national women's networking organization. Co-host a monthly networking event in Harvard Square. Regular contributor to DWC Dish blog, and speaker on branding, social media and entrepreneurship.

### Teaching & Speaking

#### **Drupal CZ** :: Prague, Czech Republic :: 2011

Presentation on research for upcoming *Drupal for Designers* book; discussion of issues designers commonly face in Drupal projects.

#### **Design for Drupal Camp** :: Boston, MA :: 2009 – 2010

Presentation (2010): "Site planning: letting user experience guide Drupal Workflow"  
Presentation (2009): "Lessons learned from stumbling through a first Drupal site"

#### **Stonehill College** :: Boston, MA :: 2009

Guest lecture on brand strategy and web design for MBA Communications class.

#### **Center for Women and Enterprise** :: Providence, RI :: 2008

Taught Center's Business Planning program, teaching over a dozen entrepreneurs how to create a vision and plan for their first venture.

### Books

#### **Definitive Guide to Drupal 7** :: Apress :: 2011

Contributed several foundational chapters on Drupal basics, setting up a local development environment (Mac),

#### **Drupal for Designers** :: O'Reilly :: 2011

Writing a series of designer-friendly guides to Drupal, to be released as a print edition in 2012. First edition, *Planning and Managing Projects*, is currently in first drafts. Additional guides include *Visual Design for Drupal* and *Developer Tricks for Designers*.

### Publications

**Featured Article** :: *Can a CSA Model Work for Restaurants?*, Edible Boston

**Featured Article** :: *How to get customers not to opt out of your e-mails*, Technorati

**Featured Work** :: *Big Book of Green Design*, Crescent Hill Publishers

**Featured Interview** :: *HOW Magazine*, article on sustainable design

**Featured Interview** :: *Savvy Girl's Guide to Social Media*

**Featured Work** :: *Logo Lounge III*, Rockport Publishers

### Education

**Bachelor of Arts** :: Lesley University, Cambridge MA (2012) :: *Design/Psychology*

**Certificate** :: Katharine Gibbs, Providence RI :: *Interactive Media and Web Design*

**Bachelor of Arts program** :: Rhode Island College, Providence RI :: *Theatre, Design and Liberal Arts*  
(75 credits completed)

## Traktek Partners :: Boston, MA :: 2011

**Client contact:** Claudio Vera, Creative Director and design team lead :: 786.877.9897 :: modulist@gmail.com

### Overview

Traktek Partners is an integrated marketing and web development team that focuses on high-end, large scale websites and marketing campaigns for clients in the Travel and Hospitality space. They contracted with a luxury travel company in the Boston area to rearchitect their existing website and create an integrated print and web marketing framework that offered an improved user experience for both the company's customers and internal staff.

### Purpose/Process

The challenge inherent in this project was both in re-architecting a large entrenched site, and in bringing many stakeholders from different departments into agreement on where priorities lay. My role in the project was threefold:

1. Keep members of the design team focused on creating a user-friendly experience under tight deadlines and stakeholder pressure.
2. Turn architecture, design and content decisions into a functional Drupal 7 prototype.
3. Facilitate tough conversations between the design team and project stakeholders about potential development issues based on what we learned from the prototype.

### Deliverables/Contributions

This project is still under development, and deliverables created for it are protected under NDA, so they can not be shown. Images shown are representative templates with placeholder content.

- (1) **Activity Matrix:** A simple table that maps personas to specific activities. I use activity matrices to prioritize functionality on projects, and ensure their usefulness to established personas.
- (2) **Personas:** comprehensive user personas mapped to business and user priorities, with insights into relevant functionality for the user experience.

**Wireframes:** Introduced a Fireworks-based workflow to the design team, which allowed greater efficiency in creating the 90+ wireframes needed for the project.


**Prototype:** Mapped out and implemented content architecture for one of the largest content areas of the site in Drupal 7 for prototyping purposes. Recruited an additional developer to the team to help us iron out difficult functionality. Implemented version control (Git) and Drush to facilitate development, and helped orient the creative team to using both Git and LessCSS to facilitate theming and reduce code mishaps.

Project Name: **Activity Matrix by User Persona**

Functionality/Content Area	Persona 1	Persona 2	Persona 3	Persona 3
Read Blog	●	●	●	●
Company Leadership	●	●	●	●
Company History	●	●	●	●
Purchase Online	●	●	●	●
Product Details	●	●	●	●
Read Reviews	●	●	●	●
Connect with other customers	●	●	●	●
Request a Catalog	●	●	●	●
Join the Newsletter	●	●	●	●
Request contact from company	●	●	●	●
Find Locations	●	●	●	●

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Project Name: Page 1 of 1

	<b>Persona Name</b> Drupal Role: Authenticated Client Market Segment: New Lead  "Here is a quote from me, the user."	
<b>Background</b> <ul style="list-style-type: none"><li>Information</li><li>Information</li><li>Information</li><li>Information</li></ul>	<b>User Scenario</b> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien. Nam consectetur. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci, fermentum bibendum enim nibh eget ipsum. Donec porttitor ligula eu dolor. Maecenas vitae nulla consequat libero cursus venenatis. Nam magna enim, accumsan eu, blandit sed, blandit a, eros.</p>	<b>User Priorities</b> <ul style="list-style-type: none"><li>Information</li><li>Information</li><li>Information</li><li>Information</li></ul>
<b>Attributes</b> <ul style="list-style-type: none"><li>Information</li><li>Information</li><li>Information</li></ul>	<b>Business Priorities</b> <ul style="list-style-type: none"><li>Information</li><li>Information</li><li>Information</li></ul>	<b>Relevant Functionality/ Content Areas</b> <ul style="list-style-type: none"><li>Information</li><li>Information</li><li>Information</li><li>Information</li></ul>

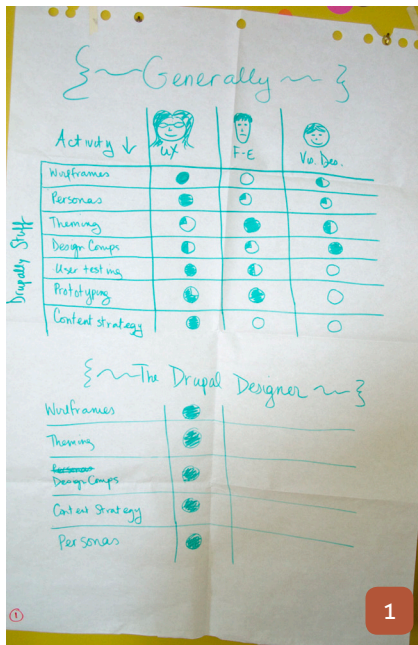
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## DrupalCZ Presentation :: Prague, Czech Republic :: 2011

### Overview

While on vacation in Prague, I was introduced to Marek Sotak, the coordinator of Drupal CZ, the local Drupal user's group. As it happened, there was a Drupal event happening that Wednesday. With two hours to prepare, I was asked to put together a presentation for the group.



### Purpose

The theme of the presentation was the culmination of two months of research I'd been doing for *Drupal for Designers*, an upcoming O'Reilly title. Core concept: Drupal designers tend to fall into two main categories: front-end developers and visual designers. While each have unique strengths and contributions to make to the Drupal community, the complexity of Drupal tends to require specific skills such as wireframing, content management strategy and understanding how users flow through complex systems. These are skills that UX designers have an abundance of; however, more often than not, the UX skills required for Drupal projects fall to project managers, not to dedicated UX team members.

The result of this tendency is sites that lose track of user needs early in the development process, as project managers have to shift focus away from user needs and towards project scope and deadlines.

Deliverables were deliberately kept low-fidelity to focus on communication. The session resulted in a lively discussion about the role of UX designers in Drupal.

### Deliverables

(1) **Activity Matrix:** A simple table that maps personas to specific activities. I use activity matrices to prioritize functionality on projects, and ensure their usefulness to established personas.

(2, 3, 4) **Personas:** A simple, low-fi persona for each of the three categories of designer. Includes core skills and activities, as well as a sample flow.

