

## **JENNIFER BULLARD**

[www.jenniferbullard.com](http://www.jenniferbullard.com)

[jenbullard@gmail.com](mailto:jenbullard@gmail.com)

### SKILLS AND TOOLS

#### **UI Design & Information Architecture**

Skills: Requirements Gathering, Writing Use Cases, Creating User Flows and System Models, Prototyping (Hi-Fidelity & Low-Fidelity) and Documentation of UI Specifications.

#### **Usability**

Skills: Heuristic Evaluation, Contextual Inquiry, User Personas, User Surveys, Participatory Design, Focus Groups, Card Sort Exercises, Site Visits/Field Visits, Usability Testing-- specifically determining objectives and dependencies, recruiting participants, developing test scenarios, facilitating test sessions, analyzing results (including leading team analysis), formal report writing, and making recommendations for improved usability.

#### **Software & Technical Proficiencies**

Dreamweaver, Fireworks, Photoshop, Illustrator, Techsmith Morae, Visio, Word, Excel, Project, HTML, CSS, familiarity with other web technologies.

### PROFESSIONAL EXPERIENCE

#### **Independent Consultant; MA**

##### **User Experience Design Consultant [3/09 – Present]**

Services Offered: User Research, Information Architecture, Process Diagrams, Wireframing, HTML & CSS coding, Usability Evaluation, and more... <http://jenniferbullard.com/services.html>

Clients include: Conservation Law Foundation Ventures, Inc.; Quattro Wireless

#### **Quattro Wireless; Waltham, MA**

##### **Senior Usability Engineer [10/07 – 11/08]**

At this dynamic start-up company, in addition to my primary role as usability engineer, I also worked as a user experience designer and performed some web design/development tasks. I was responsible for conducting usability testing, heuristic evaluation, and user research as needed. I also functioned as a usability consultant on design projects and lead smaller design efforts. I implemented many of our UI designs in XHTML and CSS (with some JavaScript); and maintained a development environment and my own build.

#### **RSA, The Security Division of EMC; Bedford, MA**

##### **Senior Usability Engineer [01/06 – 10/07]**

In this position at RSA I led the design validation and usability testing efforts for all RSA products: software (web, windows, and mobile) and hardware. In this position I was responsible for the operation and maintenance of the usability lab, training co-workers, supervising interns, and designing and conducting usability testing and other validation activities. I supervised approximately 6 validation activities a quarter, while conducting approximately 3 validation activities myself. In this role I also filled in as a user experience design lead as needed on short term projects.

##### **User Experience Designer [06/03 – 12/05]**

In this position at RSA I worked as an user interface design lead, working with development teams varying in size. I worked on enterprise software products (windows and browser-based) as well as consumer web products, coordinated and facilitated usability testing, led an effort to create design standards for our desktop product suite, documented these standards on our corporate intranet in a web based style guide, conducted research designed to assess user need, ran the usability lab, and started an effective usability testing program.

#### **Freelance Graphic Design; NY**

##### **Graphic Designer [06/00 – 06/03]**

- Web: Niagara University, Bigelow Fleming, Elizabeth Licata, Andy Klatt

- Print: Grever's Hodge Flower Shop, Capital Fence Co., VicZoo
- Publication: ARTVOICE, alternative weekly newspaper

### **Rensselaer Polytechnic Institute; Troy, NY**

Webmaster [06/01 – 12/02]

Designed and facilitated usability testing; overhauled site architecture and design: [www.llc.rpi.edu](http://www.llc.rpi.edu).

Research Assistant [06/01 – 12/02]

For this project, I headed up the design team, assisted lead researchers, attended participatory design meetings, led focus group discussions, drafted the protocol for and conducted usability tests, assisted in research analysis, and provided training for a variety of community organizations in basic computer skills, graphics and website creation.

### **Buffalo Spree Magazine; Buffalo, NY**

Graphic Designer [06/99 – 06/00]

Designed and laid out magazine using Photoshop, Illustrator and Quark; designed advertisements; archived past issues electronically; set and maintained deadline schedules.

## EDUCATION

### **Rensselaer Polytechnic Institute; Troy, NY**

Masters of Science in Technical Communication: Human Computer Interaction [12/02]

### **State University of New York at Buffalo; Buffalo, NY**

Bachelors of Fine Art: Photography [06/99]