

Mairi Reyer

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Senior Information Architect & User Experience Designer

Advanced Solutions Int'l

Senior UX Designer

2011

- Translate business and technical specifications into user process flows and wireframes for existing product interface improvements and refinements
- Conceive and design intuitive user interface components for new product features
- Update and maintain UX pattern and best practice design library for engineering team
- Evangelize and educate stakeholders about the value of UX through internal education efforts and presentations at industry conferences
- Develop, coordinate, and execute comprehensive, multi-phase in-house and online usability testing efforts for the iMIS product line

Electric Bat Interactive

UX Designer

2010

- Redesign core gameplay screens for WebLords, a multi-player browser-based PvP game, based on internal stakeholder and player feedback.
- Design original user interface screens for all new features implemented in WebLords.
- Design original user interface screens (25+) and user stories for all aspects of a new multi-player Facebook game, Puzzle Pals. Solicit stakeholder feedback, revise wireframes, and iterate with graphic artists producing comps to ensure final design remains faithful to usability best practices in the social gaming medium.
- Promote user experience as an integral aspect of design and development; champion for the user at every step.
- Present UX design concepts effectively to team leads and management.
- Facilitate the UX ideation process, identify deliverables needed for every project, and assist in integrating them into the design pipeline.
- Write and edit user error messages, game notifications, and related Web collateral.
- Write and maintain the first Electric Bat style guide for all game interfaces across the brand as well as corporate and game-specific Web sites.

Convio

Interactive Architect

2009

- Create usable, accessible information architecture for non-profit client projects, including Feed The Children, the National Alopecia Areata Foundation, the National Law Enforcement Officer's Memorial Fund, Operation Blessing, Veterans of Foreign Wars, and Wildlife Alliance.
- Analyze target audiences and their needs and work with clients and creative team to define functional goals, strategy, content, and features for final project design.
- Create documentation to accompany information architecture, including competitive reviews, Google Analytics site path analyses, heuristic analyses, content inventories, wireframes, site maps, and user personas.
- Perform in-depth content topic analysis and editorial recommendations for improvement in clarity, purpose, and effectiveness of messaging. Edit and write content for client sites.
- Serve as user advocate in all phases of design and development.
- Work with art directors, designers, programmers and rich media developers throughout production cycle to ensure proper implementation of information architecture.

References available on request.

- Assist with production and implementation of resulting architecture and design.

T3 **Information Architect** 2007-2008

- Create usable, accessible information architecture for client projects, including promotional, informational, and transactional Web sites. Clients include UPS, Chase Bank, Ritz-Carlton, Dell, Universal Studios, and David's Bridal.
- Analyze target audiences and their needs and work with clients and creative team to define functional goals, strategy, content, and features for final project design.
- Serve as user advocate in all phases of design and development.
- Create educational materials and present to internal and external clients about the value and effectiveness of IA and usability.
- Work with art directors, designers, programmers and rich media developers throughout production cycle to ensure proper implementation of information architecture.
- Create documentation to accompany information architecture, including competitive reviews, heuristic analyses, content inventories, wireframes, user process flows, site maps, and content blueprints.

UT Libraries **Information Architect & Project Manager** 2004-2007

- Create usable, accessible information architecture for projects including online exhibits, catalogues, portals, galleries, and educational Web sites. Clients include UT faculty, researchers, the UT Libraries, the Texas State History Museum, the Center for American History, and UTOPIA grantees.
- Analyze target audiences and their needs and work directly with clients to define functional goals, strategy, content, and features for final project design.
- Acquire and organize project content. Evaluate and manage digital project assets, including audio, video, and text files.
- Assist Web masters in building project sites using HTML, CSS, and PHP.
- Work with UT Digitization Center, design team, site builders, and programmers throughout production cycle to ensure proper implementation of information architecture.
- Design and implement heuristic and task-based usability tests and accessibility reviews (using Section 508 and WCAG 1.0 guidelines) for Web projects. Recommend improvements and changes based on interpretation of test results.
- Create Web and print documentation for every project, including an overall architecture plan, wireframes, assets sheet, narrative, and programmer's guide.

ITS **Technical Writer & Usability Engineer** 2001-2004

- Serve as usability, accessibility, and information architecture consultant for academic departments and campus organizations. Evaluate Web sites and user interfaces and serve as chief usability engineer and accessibility advocate on various project teams.
- Conduct and interpret usability and accessibility tests to ensure ADA compliance, ease of use, and user satisfaction. Clients include Information Technology Services, Research Consulting, UT System Information Technology Management Council, UT Direct, and Web Central (<http://www.utexas.edu>).
- Design curriculum for and teach accessibility and usability classes to campus Web publishers.
- Produce original Web-based documentation and training materials for software and Internet applications in conjunction with members of development, quality assurance, and technical support.

- Create and maintain instructional Web sites covering implementation and use of third-party hardware and software at UT. Write FAQs and other documentation including installation, configuration, and troubleshooting instructions.

BMC Software**Information Developer***1999-2001*

- Produce original documentation for the DataMove product. Documentation includes task maps, release notes, and procedures illustrating how to coordinate DataMove with other members of the Enterprise Data Propagation (EDP) product family, how to define and manage bulk data propagations and troubleshoot problems. DataMove is a data propagation tool that assists users in materializing data from mainframe to distributed systems database environments.
- Lead writer for the DataMove User Guide, a comprehensive manual detailing how to define and edit job parameters for data sources and targets, target environments, select transformation references used in bulk data propagation, and work with JCL.
- Lead developer for DataMove online Help (HTML Help).
- Contributing member of the EDP documentation user task-analysis and usability team and the BMC Austin usability council.
- Lead writer for EDP maintenance documentation. Work closely with support and development to produce readme files and technical bulletins for service pack releases.
- Design and create graphics and diagrams for manuals.
- Perform edits of peer- and self-produced material, and prepare manuals for print production.

KNOWLEDGE & SKILLS

Platforms: UNIX, Linux, Windows, and Macintosh operating systems.

Languages/Scripts: Proficient in HTML by hand. Familiar with CSS, DHTML, Flash, SQL, Perl, XML, PHP, and JavaScript.

Software: Balsamiq, OmniGraffle, Visio, FrameMaker, RoboHelp, Acrobat, WebWorks ePublisher Pro, Dreamweaver, Sharepoint, and JAWS.

EDUCATION

B.A. with honors, Rice University