

CV LAURA MELBOURNE

INFO

NAME

Laura A. Melbourne

CONTACTS

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ABOUT ME

I am a user experience leader with 20 years of experience designing intuitive corporate and consumer Web sites and Web applications. In addition to being a creative thinker and a pretty darn good designer, I have extensive expertise in design management, visual design, usability design, user interface design, information architecture, prototype development and digital strategy. I am a tireless advocate for a better user experience that also produces strategic success for business.

VIRTUES

HARDWORKING
CREATIVE
ANALYTICAL
CURIOUS

PROFESSIONAL EXPERIENCE

- 2010-PRESENT STRATEGIC PROJECT MANAGER FOR DIGITAL PROPERTIES - LEE MEMORIAL HEATH SYSTEMS**
Defined digital strategy and spearheaded the User Experience for digital properties; both internal and external facing. Produced usability assessment, content inventory and audit, functional and business requirements, taxonomy, content strategy, digital and social media strategy and ROI pro forma. Designed and developed personas, user flows, wireframes and conceptual design, information architecture, functional front-end design and prototypes (HTML, CSS, Javascript), and responsive design. Analyzed key metrics and conversions.
- 1995-PRESENT FREELANCE - LITTLE BUDDHA DESIGN - WWW.LITTLEBUDDHADESIGN.COM**
Web design and graphic design for such companies as America Online (AOL Personal Finance, Electra - AOL Premier Women's Network), University of Tennessee, WBCA, Sage Mutual Funds, Investor's Business Daily, Youth Tech (AOL's premier teen content partner), RX Wise, ASPG, Callminer and more.
- 2008-2009 DIRECTOR OF USER EXPERIENCE - MIVA**
Provided expertise and best practice recommendations for application development and user experience. Explored innovative approaches to enhance the company's web-based applications. Oversaw the design and development of content architectures, user flows, and overall user experience during the Design stage of projects. Created requirements documentation including site architectures, user flows, personas, content inventories and wireframes showing interface behavior and content rules. Educated internal stakeholders. Participated in usability testing, focus groups, creative brainstorming.
- 2006-2008 PRINCIPLE USER EXPERIENCE DESIGNER - MIVA**
Front-end UX designer for web-based applications and corporate website. Responsible for layout, features, navigation tools, icons, graphics, animation, color palettes, typography, online content and infrastructure. Collaborate with cross-functional teams to continuously improve, develop & market brand.
- 1997-2000 SR. ART DIRECTOR - AOL**
Lead the visual and interactive design of AOL's Member Publishing & Social Networking Tools, AOL.com, AOL Broadband (AOLPLUS), AOL Weather, AOL News, AOL Politics (Government), AOL Pictures, AOL Families, Message Boards, and more. Managed a team 12 designers.

CERTIFICATION

- 2013 HUMAN-COMPUTER INTERACTION - STANFORD UNIVERSITY ONLINE VIA COUSERA ACCELERATED STUDIO TRACK - DESIGN CERTIFICATE**
Human-centered design course work with capstone project - focus on user centered / interaction design principles & practices including ethnographic fieldwork, heuristic evaluation, rapid paper prototypes and low-fidelity interactive mock-ups, comparative interface design, visual design techniques to organize and present information, understanding human perception and cognition, and performing & analyzing controlled user experiments.

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EDUCATION

1985-1987 SOUTHERN ILLINOIS UNIVERSITY - EDWARDSVILLE - BACHELOR OF FINE ARTS

GPA: 4.38/5.00

Major: Drawing & Printmaking

Minor: Painting, Sculpture & English

Talent Scholarship Recipient - Student art show award winner

Who's Who in American College Students - 1987

1983-1985 WESTERN ILLINOIS UNIVERSITY - MACOMB

Talent Grant Recipient - Student art show award winner

UX EXPERTISE

- USABILITY
- USER FLOW
- SKETCHING
- INTERFACE DESIGN
- INFORMATION ARCHITECTURE
- VISUAL DESIGN
- PERSONAS
- WIRE FRAMING
- INTERFACE LAYOUT
- INTERACTION DESIGN
- ILLUSTRATION
- USER RESEARCH
- BRAINSTORMING
- PAPER PROTOTYPING
- FRONT-END DESIGN
- TYPOGRAPHY
- USER TESTING
- TERMINOLOGY
- FUNCTIONAL PROTOTYPING
- STORY BOARDS/ SCENERIOS
- CARD SORTING
- SITE MAPS
- TAXONOMY
- PRODUCT DESIGN
- HEURISTIC ANALYSIS

RELATED EXPERTISE

- CONTENT AUDIT
- CONTENT STRATEGY
- DIGITAL STRATEGY
- SEO/SEM
- LIFECYCLE MAPPING
- SOCIAL MEDIA
- ANALYTICS
- COMPETITIVE ANALYSIS
- PRODUCT MARKETING
- COPYWRITING
- USER REQUIREMENTS
- BRAND STRATEGY
- INTERVIEWING
- PRESENTATIONS/ SPEAKING
- DESIGN MANAGEMENT

SOFTWARE & APPLICATION SKILLS

- PHOTOSHOP
- ILLUSTRATOR
- DREAMWEAVER
- INDESIGN
- FIREWORKS
- OMNIGRAFFLE
- BALSAMIQ
- PROTOTYPER
- SCREENFLOW
- CRAZY EGG
- VISIO
- MS OFFICE
- GOOGLE DOCS
- GOOGLE ANALYTICS
- BASECAMP

TECHNICAL SKILLS

- HTML5
- CSS3
- JQUERY
- BOOTSTRAP
- WORDPRESS

See <http://www.littlebuddhadesign.com> for examples of past work. References available upon request; for recommendations or to view my client list, please see my profile on LinkedIn.