

Astrid Yvonne Javier

astrid@studioastrid.com • 415-407-2446 • 912 Cole Street #308, San Francisco, CA 94117

SUMMARY

A seasoned User Experience Professional and User-centered Design Practitioner, skilled in the design, analysis, strategic planning and management of web sites, applications, and other interactive tools.

Areas of Expertise:

- Web Application UI Design
- User-centered Design Methodology
- Financial Services, Healthcare, Start-up, and eCommerce
- Agile User-centered Design
- Heuristic Evaluation
- Expert Design/Usability Audits
- Rapid Paper/Interactive Prototyping
- User-centered Competitive Analysis
- Visual Design and Corporate Identity
- Creative Direction/Design Management
- Product Conception and Development

PROFESSIONAL EXPERIENCE

Founder and Creative Director, Studio Astrid, Inc., San Francisco, CA

04/2006 to the Present

Studio Astrid is a user-centered design agency committed to providing solutions that satisfy and appeal to users, while accounting for each client's strategic, financial, and technical objectives. Selected projects include:

▪ YouSendIt (Oct 2009 – to the present)

Since late 2009, the company's Marketing and Product Management teams have engaged Studio Astrid on a variety of projects. Work has ranged from optimizing the design, usability, and overall user experience of current product(s) to long-term product strategy and research, aimed at expanding YouSendIt's feature set, increasing user base and maintaining a competitive edge.

- **Workspace Project: Phase 1** (3/2010) **Phase 2** (5/2010 – present)
New Product Conception, Visual Design, and click-through demo developed for testing with stakeholders and users.
- **Email Marketing Projects: Phase 1** (3 – 4/2010) **Phase 2** (4/2010 – present)
Research and documentation of email marketing standards and best practices, Visual Design, and development of new email templates geared towards increasing conversion.
- **Community Engagement Project** (2 – 3/2010)
Competitive Research, Conceptual and Visual Design, and development of community-focused web content and features.
- **Search Engine Marketing Project** (12/2009)
Visual Design fine-tuning and usability-focused improvements of YouSendIt.com SEM pages.
- **User Experience Project** (10 – 11/2009)
Task Analysis, New Product Feature Conception, Web Standards Research, Visual Design and Production Guidelines.

▪ Dreamscpr (Nov 2008 – Sep 2009)

Provided Product Conception and Development, Competitive Research and Conceptual Design services in the development of Dreamscpr, a dream-focused social networking application currently in stealth mode.

▪ WestEd – Decision Support Platform (DSP) Tool • Advancing Ideas (Nov 2008 – May 2009)

Conducted project Needs Analysis and Heuristic Evaluation of the DSP functional prototype, an educational research knowledge management and collaboration tool targeted at education policy decision-makers, stakeholders, and the educational community at large. Led Product Conception, Scenario development, Conceptual Design and Visual Design activities, providing focus on creating assets to serve as a compelling demonstration of the potential uses and value of the tool to investors and funding sources.

▪ Billeo – Billeo Toolbar • User Designs (Jan – Feb 2009)

Provided expert design and usability review and recommendations designed to improve the browser-based toolbar developed by Billeo, an online bill and shopping management resource.

▪ Intel – Parallel Studio UI Design • Aaron Marcus & Associates (Apr – Nov 2008)

Served as Design Lead on a team contracted to develop the user interface for Intel's Parallel Studio product, a suite of 4 Visual Studio add-ins targeted at assisting developers in threading serialized code. Conducted project Needs Analyses, Heuristic Evaluation of existing prototypes, iterative Conceptual Design and Visual Design development, including final screen design and icon set creation.

- **Silicon Valley Bank – HR-Staffing Site • Roger Black Consulting (Jan – Feb 2008)**
Re-architected SVB’s HR-Staffing site and advised in assembling persuasive data to support a global intranet portal redesign initiative. Provided iterative Conceptual Design. Synthesized recently conducted user surveys, interviews, focus groups, and requirements gathering sessions into a comprehensive report, summarizing key user needs and usability issues and providing prioritized usability recommendations, supported by usability ROI data, intranet usability design and usability standards, guidelines, and heuristics.
- **VoxBox (Dec 2007 – July 2008)**
Conceived of as a new take on traditional CRM tools, VoxBox enables users to communicate need, ideas, and experiences to businesses, and for businesses, in turn, to gather, manage, analyze, and respond to consumer feedback. Provided Product Development and Strategy, Corporate Identity, and Conceptual Design services; developed an interactive prototype demoed to potential investors.
- **Ascension Health – Enterprise Knowledge Management Portal (Sep – Dec 2007)**
Worked closely with Ascension Health stakeholders and team members to gather, clarify, and document user requirements, providing a foundation for an intranet portal optimized to support the online research, knowledge management, and communication needs of Ascension Health’s expansive network of doctors, nurses, and hospital administrators.
- **Medical Alliances – SharePoint 2007 Demos (Sep – Dec 2007)**
Developed functional prototypes showcasing methods of leveraging SharePoint 2007 for healthcare needs; demos were created for Ascension Health, St. John’s Hospital, and Cleveland Clinics, and presented at Health 2.0 2007 and other industry conferences.
- **Media Medical Group – MMG Telederm Project (May – July 2007)**
Product Strategy, Business Analysis and UI Design services provided to the Media Medical Group, dermatologists seeking to deliver online dermatological consultations to remote patients. Documented functional specifications, providing cost, technology and resource assessments and business plan analysis for building the tool within SharePoint 2007. Defined user roles, role-based workflows, and site information architecture. Designed web identity and developed a functional prototype to serve as a demo to potential investors.
- **Charles Schwab & Co. – ManagerSource Application (Oct 2006 – Apr 2007)**
ManagerSource 6.0 involved development of a .NET web portal automating upload, submission and posting of business-critical legal documents for external Firm Partners and internal Managed Accounts users. Conducted requirements gathering sessions with key stakeholders, users and technical resources. Documented UI-specific functional specs, business rules, role-specific task/work flows. Provided iterative Conceptual Design, an interactive prototype, and design styleguide to facilitate developer UI integration.

Charles Schwab & Co., Inc., San Francisco, CA

03/2000 to 04/2006

Internal UI Design and Usability Consultant, Schwab Products and Services Team

07/2004 to 04/2006

While working as a Schwab FTE, was empowered as UI Design and Usability SME to consult on projects within a range of organizations in support of strategic business initiatives, a selection of which is listed below.

- **Usability Analyst/UI Designer – Schwab BondSource (SBS) Trade History Integration**
Provided usability analysis and recommendations in the integration of new Trade History functionality into Schwab’s BondSource application. Conducted Trade History feature Competitive Research and a Heuristic Evaluation of an existing functional prototype, documenting usability issues, prioritizing recommended improvements, based upon feature- and industry-specific UI conventions.
- **UI Design Lead/Information Architect – Fixed Income Web Channels Project**
A significant cross-enterprise effort between Schwab.com, Schwab Institutional, and Fixed Income business units, the Web Channels project had as its goal the delivery of internal Fixed Income transactional functionality to multiple client-facing Schwab web properties. As UI Design Lead, ensured optimal usability across channels and brand integrity for each discrete web channel; provided oversight and creative direction to junior design resources. Delivered iterative Conceptual and Visual Design artifacts and interactive prototypes utilized for User Testing. New features were showcased at **IMPACT 2005**, a leading conference for independent investment advisors, and earned Schwab a **Corporate Insight eMonitor Award** for its breakthrough functionality and design.
- **Usability Analyst – CLEARS+ Licensing and Registration Tool**
Sponsored by Compliance and Corporate Oversight Technology, CLEARS+ was developed to automate and streamline licensing and registration for customer-facing registered reps. and their supervisors. Conducted an extensive Heuristic Review of the existing tool, including multiple user roles and tasks, identifying non-standard interface elements and interaction behaviors and including weighted recommendations for improvement. Provided support and design artifacts to development resources to enable seamless UI integration.
- **Usability Analyst/UI Design Subject Matter Expert – Corporate Web Standards and Best Practices**
The Schwab Corporate Web Council, a web governance body representing all corporate enterprises, requested a detailed report assessing the usability of its global web presence and identifying key areas where UI changes could effect significant improvement to

the Schwab customer experience. Conducted an exhaustive Heuristic Review of the company's 25+ customer-facing web sites, culminating in an in-depth report, providing top suggestions for achieving improved global consistency and usability, and reinforced by ecommerce- and financial service-specific web standards and statistics supporting usability ROI.

Senior User Interface Designer, Schwab Products and Services Team

03/2000 to 04/2006

The Schwab Products and Services Team owned and maintained Schwab's corporate intranet, "The Schwab", consisting of 300+ web sites and tools and averaging over 3 million hits per month. Key responsibilities and successes include:

▪ **Subject Matter Expert in UI Design and Usability**

- Functioned as Design Lead on all internal web projects, including a suite of 10 Java-based Self-service HR Applications, Schwab's **White Pages (Corporate Directory)**, **MyBenefits (Benefits Enrollment)**, **MyPay (Payroll Management)**, **MyActions (Life Event Management)**, **Performance Management**, and other enterprise portal tools;
- Provided ad hoc design and usability review and guidance to multiple Schwab organizations outside the intranet domain;
- Defined, evangelized and enforced intranet design and coding standards;
- Managed, trained, mentored, and provided Creative Direction to junior and contract design resources;
- Partnered with design and advertising firms to translate print campaigns into web-appropriate design and content.

▪ **Led a redesign initiative to align the corporate intranet more closely with the Schwab Brand**

Created and distributed the online **User Experience Survey**, receiving over 500 employee responses. Provided Quantitative and Qualitative Analyses of survey feedback via a **Survey Analysis Report**. Proposed and gained sign-off on a **Phased Release Plan**, prioritizing usability and functional improvements to meet user needs. Iteratively prototyped and tested Phase 1 improvements and re-branding options, creating interactive prototypes to be leveraged by development resources.

▪ **Spearheaded the Intranet Application Re-branding and Standardization effort**

Evangelized user-centered design to corporate business partners, stakeholders, and technical teams. Codified and implemented application standards. Successfully integrated a user-centered design process into Schwab's software development process. Led the UI design and development teams in realizing phased implementation of new standards across the full suite of intranet applications.

Promotions Associate, Hargreaves Associates, San Francisco, CA

03/1999 to 09/1999

Designed and managed all communications for Hargreaves Associates, an award-winning landscape architecture firm.

Graphic Design and Technical Editing Consultant, Seattle, WA and San Francisco, CA

08/1995 to 03/2000

Offered copywriting, print and web design services to clients such as Charles Schwab, Recombinant Capital, and New Riders Publishing.

TECHNICAL SKILLS

Adobe Creative Suite 4, OmniGraffle Pro, IconWorkshop, Microsoft Office, development of W3C, browser- and cross-platform compliant HTML/XHTML, CSS, Javascript, familiarity with MooTools and jQuery frameworks, comfortable with Mac and PC.

PROFESSIONAL MEMBERSHIPS, AWARDS, AND ACHIEVEMENTS

AIGA, AIGA SF, BayCHI, Designers Accord, ICOGRADA, IxDA, UPA, Schwab Corporate Web Council (2002-2006)
2005 Corporate Insight's Gold e-Monitor Awards for notable enhancements to Schwab.com's fixed income screening and selection tools
2005 Schwab Excellence in Service Award: **Fixed Income Web Channels Project**
2004 Schwab Excellence in Service Award: **My Pay Project**

EDUCATION

Master's Coursework in Cinema Studies 08/1994 - 05/1995
Tisch School of the Arts, New York University, New York, NY

Bachelor of Arts with High Honors in Film Studies 01/1991 - 05/1993
Interdisciplinary Studies, University of California at Berkeley, Berkeley, CA

Bachelor's Coursework in Semiotics 08/1988 - 05/1990
Modern Culture and Media, Brown University, Providence, RI