

Astrid Yvonne Javier

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SUMMARY

A seasoned User Experience Professional and User-centered Design Practitioner, skilled in the design, analysis, strategic planning and management of web, mobile, desktop 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
- Expert Design & Usability Audits
- Conceptual Design & Prototyping
- Visual Design Fine-tuning
- UX Competitive Analysis
- Standards Research/Documentation
- Creative Direction/Design Management
- New Product & Feature Conception

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 clients with solutions that both satisfy and appeal to their users, and account for their strategic, financial, and technical objectives. Selected projects include:

- **Zuberance (April – the Present)** Redesign of a suite of web apps key to enabling Zuberance's social media marketing business model. Contextual Inquiry, Conceptual and Visual Design, targeted at accelerating task completion times for Customer Success Managers.
- **YouSendIt (Oct 2009 – the Present)** Consulted with YouSendIt Marketing and Product Management on a range of projects, including:
 - **Next Generation YSI: (3/2011 – the Present)** Conceptual and Visual Design services for mobile (iPhone) and web app projects implementing new cloud workspace features, as well as Creative direction geared towards achieving an integrated user experience across channels and platforms.
 - **Email Marketing: Phase 1 (3 – 4/2010) Phase 2 (4 – 5/2010) Phase 3 (6 - 8/2010) Phase 4 (9/2010)** Email marketing standards research and analysis; Visual Design and coding of a series of transactional, upsell, and conversion email templates, developed for migration, release, and A/B testing via a 3rd party email campaign management system.
 - **Cloud Workspace: Phase 1 (3/2010) Phase 2 (5 – 7/2010)** New Product Conception, including Task Modeling, Persona and Scenario Development, Conceptual Design, Visual Design, and Development of 2 click-through demos—showcasing a vision for an integrated web and desktop user experience via future plug-ins and features.
 - **Community Engagement (2 – 3/2010)** Competitive Research, Conceptual and Visual Design, and development of Community webpage centralizing and embedding Facebook, Twitter, YouTube, YouSendIt blog feeds and new community-focused content.
 - **Search Engine Marketing (12/2009)** Visual Design and usability fine-tuning of YouSendIt.com SEM pages.
 - **Ecommerce User Experience (10 – 11/2009)** Worked within YSI's agile development process to iteratively provide Conceptual and Visual Design, and Production Guidelines, optimizing usability of new and existing screens and flows for Lite and Pro users.
- **Wireless Glue (Oct 2010 – April 2011)** A key player in the emerging Smart Grid Device market, Wireless Glue has engaged us in the design and conception of new products.
 - **SmartLookB Device UI Design: (2 – 4/2011)** Iterative Conceptual and Visual Design for the SmartLookB, Wireless Glue's next generation in-home display in refrigerator magnet format, enabling direct connection to a Smart Meter, real-time and historical energy usage, price reporting, and live messaging from utilities.
 - **iPad Application Home Energy Network Demo: (10/2010 – 1/2011)** Designed an iPad application prototype demonstrating real-world scenarios for product implementation. Conducted Needs Analysis, Competitive Research, Task/Scenario Definition, Conceptual and Visual Design. Leveraged Keynote to simulate the highly visual and interactive framework of an iPad app.
- **KEAS – Plan Authoring Tool (PAT) Redesign • User Designs (Aug – Sep 2010)** “PAT” is an authoring tool enabling healthcare administrators to create custom, online health plans that accommodate the evolving health needs of a broad spectrum of plan subscribers. Needs Analysis and Conceptual Design, conducted in weekly sprint cycles, achieved rapid conceptual re-mapping of the tool, enabling alignment with new target audience needs, and a future mobile end user experience.

- **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. Led Product Conception, Scenario development, Conceptual Design and Visual Design, creating assets to serve as a compelling demonstration of the uses and value of the tool to potential investors and funding sources.
- **Billeo – Billeo Browser Toolbar • User Designs (Jan – Feb 2009)** Design review and recommendations targeted at standardizing Mac and PC user experience of the browser plug-in developed by Billeo, an online bill and shopping management resource.
- **Intel – Parallel Studio UI Design • Aaron Marcus & Associates (Apr – Nov 2008)**
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 assembled persuasive data to support a global intranet portal redesign initiative. Provided Heuristic Evaluation, Conceptual Design, and Project Needs Analysis, the results of which were synthesized into a comprehensive report, prioritizing key usability issues and actionable recommendations, supported by usability ROI, intranet standards and guidelines.
- **VoxBox (Dec 2007 – July 2008)** Product Conception, Corporate Identity, Visual and Conceptual Design, and sales Demo creation, in support of VoxBox, a startup providing a new approach to Customer Relationship Management.
- **Ascension Health – Enterprise Knowledge Management Portal (Sep – Dec 2007)** Conducted requirements gathering sessions with Ascension Health stakeholders and team members, providing a foundation for an intranet portal optimized to support research, knowledge management, and communication across an 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-specific needs, presented to Ascension Health, St. John’s Hospital, and Cleveland Clinics, and demoed 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, physicians seeking to deliver online dermatological consults to remote patients. Documented functional specifications, provided cost, technology and resource assessments, and business plan analysis for building the tool within SharePoint 2007. Developed role-based workflows; designed web identity; developed functional SP 2007 prototype.
- **Charles Schwab & Co. – ManagerSource Application (Oct 2006 – Apr 2007)** UI Design for ManagerSource 6.0, a .NET web portal automating upload, submission and posting of business-critical legal documents for both external and internal users. Conducted requirements gathering sessions; documented UI-specific functional specs, business rules, role-specific task/work flows; provided iterative Conceptual Design, an interactive prototype, and online Design Styleguide.

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**
Provided in-depth assessment of the usability of Schwab’s global web presence to the Schwab Corporate Web Council, a web governance body representing all corporate enterprises. Conducted Heuristic Reviews of the company’s 25+ customer-facing web sites, identifying key pain points and providing actionable recommendations for effecting significant improvement to the Schwab customer experience, reinforced by ecommerce- and financial service-specific web standards and usability ROI data.

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**
 - Design Lead on all internal web projects, including a suite of 10 Java-based employee self-service, HR enterprise applications: Schwab’s **Corporate Directory, Benefits Enrollment, Payroll Management, Life Event Management, Performance Management**, and other enterprise portal tools;
 - Provided ad hoc design, usability reviews 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**
Proactively created and launched the online **Schwab Intranet User Experience Survey**, receiving 500+ employee responses. Provided quantitative and qualitative analyses and synthesis of user feedback via a **Survey Analysis Report**. Gained sign-off on a **Phased Release Plan**, prioritizing usability and functional improvements to meet user needs.
- **Spearheaded the Intranet Application Re-branding and Standardization effort**
Codified, evangelized, and guided implementation of User-Centered Design standards and best practices to corporate business partners, stakeholders, and technical teams. Led 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, Keynote, OmniGraffle, IconWorkshop, Microsoft Office, development of W3C, browser- and cross-platform compliant HTML/XHTML and CSS; comfortable with variety of Javascript and CSS frameworks, Mac and Windows platforms.

PROFESSIONAL MEMBERSHIPS, AND AWARDS

AIGA, BayCHI, Design Management Institute, Designers Accord, 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
Schwab Excellence in Service Awards: **Fixed Income Web Channels (2005)** and **My Pay (2004)**

EDUCATION

Master’s Coursework in Cinema Studies, Tisch School of the Arts, New York University, New York, NY	08/1994 - 05/1995
Bachelor of Arts - High Honors in Film Studies, University of California at Berkeley, Berkeley, CA	01/1991 - 05/1993
Bachelor’s Coursework in Modern Culture and Media: Semiotics, Brown University, Providence, RI	08/1988 - 05/1990