

# carrie gilbert

cowboyboo@gmail.com p 1 of 2

## summary

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Over a decade of experience crafting meaningful online experiences for customer and employee communities, corporate intranets, and custom applications; intimate with all phases of online product life cycle—from inception through analysis to delivery—in enterprise and agency environments

## employment

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### Functional Lead

**Jive Software, Portland, OR (2007 - present)**

Worked in Jive's Professional Services organization identifying and documenting clients' requirements to extend core Clearspace functionality; created artifacts such as user stories and wireframes to communicate new feature sets (including event calendaring, document templates, photo sharing, and CMS integration) between clients and engineers; analyzed clients' online community goals and social media needs; conducted onsite strategy workshops and training sessions; wrote detailed community plans outlining user adoption strategies, community taxonomies, collaborative authoring guidelines, and overall community management recommendations; helped pioneer and productize Jive's community strategy consulting practice; oversaw project timelines and budgets; collaborated with Jive Product Management to plan and conduct user test sessions for Clearspace 2.0 and 2.5 releases

### Director of User Experience

**White Horse, Portland, OR (2005 - 2007)**

Managed small user experience team; championed user-centered methodologies throughout organization; served as UX lead on key accounts including Columbia Sportswear, Knowledge Learning Corporation, and Papa Murphy's; helped clients identify process improvements and move key workflows online; partnered with varied client base to design innovative site architectures and easy-to-use online tools; created new sales materials highlighting team's expertise, leading to a marked increase in profitable research-driven engagements for the company; documented UX deliverable standards and best practices; worked closely with Engineering team to prioritize client needs within the technical constraints of individual projects

### Instructional Designer

**Via Training, Portland, OR (2004 - 2005)**

Collaborated with various stakeholders while designing content for web-based training modules; worked directly with clients such as Intel, HP, and Canon to determine course objectives; wrote detailed storyboards to guide the production process; conducted user tests and surveys to quantify usability and effectiveness of training materials

### Graduate Research Assistant

**Rensselaer Polytechnic Institute, Troy, NY (2002 - 2003)**

Received full scholarship in exchange for working on National Science Foundation-funded "Connected Kids" project: Analyzed usability test and focus group data; translated data into prototypes, flow charts, and requirements documents; acted as liaison between technical and non-technical team members by communicating business requirements and technical constraints; taught basic computer literacy to disenfranchised youth

### Senior Content Designer

**Gemstar eBook Group, Redwood City, CA (2001 - 2002)**

Developed and documented formatting standards to assist Gemstar partners produce XML-based ebook editions

### Senior User Interface Designer

**Buylink, South San Francisco, CA (2000 - 2001)**

Designed intuitive interfaces and task paths for new features and products while working within site's established look and feel; introduced and enforced site-wide UI standards; developed final HTML to hand off to Engineering

### Web Designer

**Cisco Systems, San Jose, CA (1999 - 2000)**

Assisted in redesign of Cisco's highly visible intranet by designing prototypes for multiple rounds of usability testing, which ultimately led to a substantial increase in employee efficiency and company-wide savings

### Marketing Communications Assistant

**Silicon Graphics, Inc., Mountain View, CA (1997 - 1999)**

Conducted divisional intranet needs analysis and implemented new site design, which resulted in enhanced departmental communication, increased adoption, and improved adherence to corporate style guidelines

## education

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**MS: Human-Computer Interaction**, Rensselaer Polytechnic Institute, Troy, NY; 4.0 GPA (2003)

**BA: Digital Art, minor in Computer Science**, San José State University, San José, CA; President's List (1999)

## skills and expertise

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- **User research:** Qualitative and quantitative research methods for identifying end user goals and validating design decisions, including contextual inquiry, interviews, focus groups, task analysis, surveys, and usability testing
- **Business analysis:** Analysis and reconciliation of disparate design constraints, as identified through extensive interaction with end users, business owners, technical team members, and other key stakeholders
- **Online strategy:** In-depth exploration of organizational objectives, resulting in recommendations of how to engage target users, complement offline brand components, leverage specific technologies, and define appropriate success criteria
- **User experience and interaction design:** Synthesis of research data into personas, scenarios, task flow diagrams, UML/OVID models, detailed page schematics/wireframes, and low- and high-fidelity prototypes
- **Information architecture:** Development of site architectures, detailed page layouts, navigation systems, and taxonomies; content audits and inventories
- **Technical communication:** Thorough documentation of system requirements, functional specifications, end-user instructional content, and error messaging to clearly communicate system behaviors to team members, clients, and end users
- **Project management:** Proven record of successfully managing relationships with clients across numerous industries, partnering with client teams to articulate project goals and prioritize individual requirements, and working effectively with diverse internal teams (such as Marketing, Sales, Engineering, and Product Management) to ensure project success

## professional activities

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**CHIFOO program chair:** Coordinated annual speaker series; leveraged volunteer team's diverse skillsets and networks to arrange talks by nationally recognized user experience thought leaders; moderated panels; managed program logistics (CHIFOO, Portland's local ACM/SIGCHI chapter, 2007 - present)

**Invited speaker:** "Designing persuasive documents," CHIFOO program (2007)

**Invited panelist:** "10 things you need to know about UI design," Software Association of Oregon program (2006)

**Conference presentation:** "Engineering creativity: the Bauhaus and the future of Technical Communication," *Proceedings of the 22nd Annual International Conference on Design of Communication*, ACM press: 58-63 (2004)

**Published article:** "Documents as prototypes: Designing written drafts for communication across cross-disciplinary teams," *IEEE Transactions on Professional Communication*, vol. 46.4: 327-330 (2003)

**Published article:** "Searching with continuous query exploration," co-authored with Adali, S., et al., *Proceedings of the National Conference on Digital Government Research*, Digital Government Research Center: 317 (2003)