

Marlene Bruce

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Portfolio: http://digitizethis.com/web_portfolio/

User Interface Designer / IA / Usability Testing / Template Engineering

Objective:

Develop user-friendly, elegant interfaces for web sites and web-based applications. Promote thoughtful and effective user-centric methodologies. Work with passionate, collaborative and earnest teams.

Key Skills:

Abilities:

After my revamp, one large site's user sessions grew over 55%

- ◆ User Interface Design, Illustration and Graphic Design
- ◆ eCommerce Design and Implementation
- ◆ Information Architecture and Taxonomy
- ◆ Design for Portals and Content Management Systems
- ◆ User Experience Design and Usability Testing/Heuristics Evaluation
- ◆ Template Construction (incl. Section 508 Accessibility)
- ◆ Graphics and Code Optimization
- ◆ Web Content Creation and Article Authoring
- ◆ Project Transition—Documentation, Handoff and Training

Languages:

Well versed in browser and platform issues

- ◆ HTML, XHTML, CSS, XML

Qualities:

Dedicated, good-natured

- ◆ Excellent written and verbal communication skills
- ◆ Creative and analytic; Quick study; detail oriented
- ◆ Both independently motivated and valuable team member

Software:

Comfortable on Mac or Windows

- ◆ Dreamweaver, BBEdit, GoLive, MivaMerchant, WebTrends and other log analyzers, FTP
- ◆ Photoshop, Illustrator, ImageReady (some Flash, Director, Bryce, Freehand, Painter, Poser)
- ◆ InDesign, Quark Xpress, Frame Maker, Visio, Acrobat Pro, Microsoft Office, VPN

Experience:

Freelance Designer and Developer 2005 to present

Various small web clients, including **MountainMystic.com**, **StarBeautySchool.com**, **JBWPost.com** (not yet launched), **FilibusterProofMajority.com**, **DivaCompetition.com**, **MidtermPlatforms.com**, **IraqExitVote.info**, **NationalDebate.org**, and numerous others. (Some of these sites were planned as short-lived projects and are no longer live.)

LooneyLabs.com

December 2002 to November 2006

Web Developer, Print Designer, Contact Manager, Customer Relations, Order Manager...

WEB: Intra/Extranet process design, prototyping, writing and templating, used for sales, content mgmt., reseller/customer/fan mgmt., order processing, etc.

DESIGN: Web, marketing literature, game components, packaging, advertising, etc.

AllPredictive.com

November 2002 to December 2002

Freelance Designer

Produced scores of web ads for NASDAQ site.

Under One Leaf

May 2002 to February 2003

Webmaster

Complete information architecture, site and e-commerce design, template development, HTML and CSS, and content guidance and editing. Also product, packaging and print design.

Experience Continued:

ChevronTexaco March 2002
Contractor - Portal User Interface Design
Plumtree portal project lasting two weeks. Portal design and style guide.

Louis Rosenfeld January 2002 to February 2002
Consultant
Author Louis Rosenfeld has written a case-study chapter on evolt.org (see below) published in the 2nd edition of his IA book (Information Architecture for the World Wide Web, Peter Morville co-author, O'Reilly, 2002). Provided in-depth answers on the development of evolt.org's IA; reviewed first draft of chapter and provided feedback/clarification.

CDG Solutions, Inc. June 2000 to October 2001
Web Designer, Developer, Usability Advisor
Various services for 12 clients including: interface architecture and design; multi-nav-depth page prototyping, paper to high resolution; on-line application user interface design; final "look-and-feel" design; template engineering; image and code optimization; usability guidance, site reviews and test observation; coding for browser/platform consistency; project transition.

Usability Toolbox:
Researched and wrote extensive set of usability guidelines and checklists; collected usability methodologies. Participated in usability testing for Fannie Mae projects.

Design Projects for CDG Solutions Clients:

- ◆ **Fannie Mae** — Six syndicated home-buying calculators: design & complete HTML/CSS; style guide; usability testing. Also designs for affiliate web pages.
- ◆ **EICid.com** — Proposed site design.
- ◆ **NACDS.org** — Proposed site design; HTML/CSS templates; style guide; usability assessment (for conference sub-site).
- ◆ **CarrAmerica.com** — Proposed site design.
- ◆ **KeyBridge.com** — Preliminary intranet and extranet flow and layout; service diagrams.
- ◆ **ChainDrugStore.net** — Site design.

CivicZone.com February to May 2000
Manager, Creative Development (Web Producer)
Directed production of web site and all visual elements for start-up (branding, marketing). Redesigned, coded and managed site front-end. Usability testing. Interfaced with back-end contractors in developing CivicFlash product. Produced imagery for marketing materials.

Amazing Media Inc. September 1999 to February 2000
Web Manager
Rebuilt and managed web site for this dot-com start-up. Completely overhauled on-line application interaction design and prototype.

College of Ag. & Natural Resources, U of MD March 1998 to September 1999
Web Developer & Site Manager
Revamped, expanded, and managed this 14,000+ page site, during which user sessions grew >55%. Coordinated efforts of more than 65 people; provided training.

Evolt.org December 1998 (inception) to February 2003
Co-Founder
On-line web developer community at <http://evolt.org/>.
Co-founder and administrative member; past Executive Director and Treasurer; content, coding and design contributor. Involved in strategic decision-making from inception.

Global Science and Technology November 1997 to March 1998
Web Designer
Web site design, development and maintenance.

Experience Continued:

TSI TelSys Inc. November 1995 to November 1997
Graphic Designer and Production Coordinator, Webmaster
Hired as in-house graphic designer; instated as webmaster. Revamped and managed site. Also produced marketing materials, trade show booth graphics and technical manuals.

Education & Training:

Foothill College 2002
Introduction to XML; Web Strategy and Marketing

Macromedia Accessibility Seminar 2001

Fannie Mae Usability Assessment 2001
Four day-long sessions to assess calculator designs

NIH Accessibility Seminar 1999

University of Maryland "Web Clinics" 1998 to 1999

- ◆ Keeping on the Web Track (I co-taught this web clinic)
- ◆ Web Security
- ◆ Design and Graphics on the Web
- ◆ Working with Netscape Composer

Web97 1997

Edward Tufte 1997
Seminar: "Presenting Data and Information"

EEl Training - Macromedia Director Seminar 1996

Bowie State University 1991 to 1992
Teaching Certificate in Art K - 12, "Outstanding Achievement in Art"

Washington College 1987 to 1989
Bachelor of Arts Degree in Art

Prince George's Community College 1985 to 1987
Associate of Arts Degree, Honors Graduate

Articles Published:

Rolling the Start-Up Dice 2000
A List Apart
<http://www.alistapart.com/stories/dice/>

Design to Realistic Window Sizes 2000
Evolt.org
http://evolt.org/article/Design_to_realistic_window_sizes/22/3359/

Accessibility: More Than the Right Thing to Do 1999
Evolt.org
http://evolt.org/article/Accessibility_more_than_the_right_thing_to_do/4090/381/

A Brief Introduction to Server Logs 1999
Evolt.org
http://evolt.org/article/A_Brief_Introduction_to_Server_Logs/18/233/

Optimizing Art for the Internet 1999
Evolt.org
http://evolt.org/article/Optimizing_Art_for_the_Internet/22/130/

Web Site Development Tips 1998 to 1999
College of AGNR - U of MD
<http://www.agnr.umd.edu/intranet/webtips/>

URLs:

Web Portfolio

http://DigitizeThis.com/web_portfolio/

Includes screen captures of numerous projects which are not yet launched, are intranets (unavailable to the general public) or are no longer on-line, including:

- ◆ Diva Competition
- ◆ Mountain Mystic Trading Company
- ◆ Looney Labs
- ◆ Chevron Texaco
- ◆ FannieMae (and FedEx, Sears & Walmart with Fannie Mae)
- ◆ NACDS.org
- ◆ EICid
- ◆ CarrAmerica
- ◆ ChainDrugStore.net
- ◆ CivicZone

Illustration Portfolio

<http://DigitizeThis.com/illustration/>

Includes product and packaging design, print design, and other design projects.

Artwork Portfolio

<http://DigitizeThis.com/artwork/>

Includes a small selection of painting and sculptural work

Evolt.org

<http://evolt.org/>

Two chapters on evolt.org are featured in:

- ◆ Information Architecture for the World Wide Web, 2nd Edition (publ. O'Reilly, 2002)
- ◆ Usability: The Site Speaks for Itself (publ. Glasshaus, 2002)

Hobbies and Interests:

When I grow up I want to be a Renaissance Woman. The many interests and talents I pursue in my daily life include non-work design and art projects, dance (belly dance, lindy hop and many other forms of vintage ballroom dances), political activism, yoga, professional and personal photography (my web site sports an extensive photo travelogue with more than 2000 carefully selected photos), and I'm a *burner*: a participant in national and regional Burning Man events, which promote radical self expression and responsible self-reliance. I garden organically, raising many varieties of heirloom tomatoes and other vegetables. Hiking and camping are weekend pastimes, plus traveling to art and music festivals when time permits (I've also spent time on the Eurasian continent). At home I enjoy cooking, music and reading. As part of my habit of continuing education, in 2006 I completed a 550 hour program to become a Certified Massage Therapist.

References:

References available on request.