Melissa Sleeter

Interaction and Information Design

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EDUCATION

MS Human Factors & Ergonomics—San Jose State University
MA English—Emory University, Atlanta
BA Psychology + BA English—University of Central Florida, Orlando

SKILLS & DELIVERABLES

• UX Design	• GUI Specifications	• Mobile Applications
• Interactive HTML prototypes	• Content Strategy	• Resource Management
• Information Architecture	• Storyboards / Flow diagrams	• Usability Studies
• Wireframes	• Task Analysis	• UX Guidelines
• Usage Scenarios	• Prototypes—Axure, Omnigraffle	• Documentation

RELEVANT EXPERIENCE

Xerox Corporation (contract)   (July 2014 to present)

Senior Interaction Designer—Xerox Experience Design Group

At Xerox, I create GUI designs and HTML prototypes for Xerox digital systems using Photoshop and Axure. In an Agile environment, I provide detailed user interface specifications, task analyses, logical models, and flow diagrams. For Xerox clients, I provide user experience feedback, recommendations, and redesign for a variety of iOS and Android mobile and browser applications. To validate designs, I plan, conduct, and report on usability studies. For three recent projects, I used Axure to create a widget library and interactive prototypes to demonstrate design options.

The Walt Disney Company   (June 2012 to May 2014)

Senior Interaction Designer—Disney Interactive Media, Women and Family Design Group

The Women and Family Group creates engaging web and mobile experiences for families with younger children. Our properties include the mobile application *Story* and web sites *Babble*, *Spoonful*, *Baby Zone*, and *Disney Baby*. In an Agile environment, I produced deliverables in Omnigraffle, InDesign, Illustrator and Balsamiq. Close collaboration with Visual Design, Product Management, Editorial, Development, SEO, Marketing, and Sales was a daily part of my work.

- *Story* **mobile app (iOS)**—Provided wireframes, flow diagrams, task analysis, and usage scenarios for Login and Registration, Sharing, Account Management, Rate Us, and other features. I also resolved a persistent design problem by proposing a fluid layout approach that minimizes automatic layout changes when the user adds, moves, or deletes story assets.

- *Baby Zone.com* **Community**—Streamlined the design of BZ's Community discussion boards, including Favorites, Topics, Posts, Messaging, and Settings. I provided content strategy, task analysis, and use cases, working with Development to prioritize features based on Level of Effort. Starting with "mobile first," I provided responsive wireframes for phone, tablet, and desktop.

- **Cross-Network Search**—Provided wireframes, flow diagrams, and prototype review for this feature that lets users Search on one of our sites and see Search Results from all four sites.

- *Spoonful.com* **"My Take"**—This is a User-Generated Content feature that invites a guest to create her own version of a sponsored recipe and publish it on the site. I provided wireframes, flow diagrams, and task analysis. Also worked with Legal to ensure UGC compliance and Sales to define ad requirements.

- **Search Filters UI redesign**—Defined user requirements and priorities, then worked with Product Management and Editorial to define back-end tag changes required to make the redesign successful. I provided responsive wireframes (4 viewport sizes), user flow diagrams, and use cases.

Openwave Systems, Inc.   (July 2010 to Sept 2011)
Principal User Experience Designer

Provided user experience and information design for Openwave's mobile and browser-based products. Deliverables included UX specifications, wireframes, high-resolution mockups, and heuristic reviews.

- **Mobile Toolbar**—Provided partial UX design for a toolbar on iOS and Android devices. Designed the Toolbar Provisioning application that telecommunications providers will use to create and manage toolbars.

- **Mobile Resource Tracking App**—Designed an application that allows Smartphone subscribers to track metered data and video usage. Provided wireframes, information design, a UX specification, and ongoing feedback.

- **Web and Mobile Email**—Provided wireframes, specifications, and reviews for the Richmail mail client. Design work included components for Facebook, Photo Album, Email, Messages, Calendar, and Contacts. Wireframes for email settings included parental controls, message filtering, blocking, junk mail and anti-virus handling. For Mobile Richmail (built on a licensed 3rd-party client), I reviewed the original UX and recommended changes for Openwave customization.

- **UX Training Workshop**—Developed an "Introduction to User Experience" workshop to train developers of varying skill levels located in several countries. The workshop used examples from Openwave products to demonstrate UX guidelines.

Apple Computer, Inc.   (1996 to 2005)
UI Manager and Senior UI Designer—Apple Server Solutions / Human Interface Design Center

Set creative standards and direction for all Apple Server Administration UI—10 complex applications, including Mac OS X Server (22 components), the QuickTime Streaming Server, 4 Setup Assistants, Directory Access, and other server applications and utilities. Led a 3-person multi-site team that provided interaction and visual design.

- **Resource Management**—As UI Manager, I achieved exceptional results given limited resources by focusing on high-payoff products and issues, meeting with engineering managers and marketing staff to establish hierarchies of priority.

- **Mac OS Server Administration evolution**—As UI lead, I helped to evolve Apple's server administration UI through several paradigm shifts, from local administration of one AppleShare server in a Mac-only network to a UNIX-based model that provides a wide range of services on a multi-platform network.

- **Directory Administration evolution**—Evolved Apple's directory administration UI to support increasingly complexity, from the original AppleShare Users and Groups (a single list on a local network) to directory-centric management of services, accounts, and preferences for hundreds of thousands of users in a worldwide, multi-platform network.

- **Best-of-Show 2004**—Designed UI for the Xsan application, which won BOS at the National Association of Broadcasters conference. Xsan is used to manage aggregate storage volumes for large-scale video production work.

- **Scalable framework**—For Mac OS X Server v1.0, designed a modular "administration framework" that could scale to accommodate a growing set of modules for Mac / Windows / UNIX services.

- **Usability Studies**—Targeted usability issues and conducted formal usability studies in the Apple HIDC labs. Invited stakeholders to study sessions. Developed usage scenarios, user profiles, and equipment requirements. Videotaped and logged actions and comments during sessions. Met with stakeholders to review recommendations and negotiate changes.

Apple Computer, Inc.   (1992 to 1996)

Senior Instructional Designer—Apple Instructional Products

Developed user documentation and tutorials for Macintosh software and hardware products. Provided award-winning documentation for OpenDoc, Mac OS Version 7.5, Performa computers, the AppleVision 14 Display, and Macintosh PowerBooks. Conducted studies to evaluate product usability.

- **OpenDoc**—OpenDoc's component-based architecture "broke" the Apple Guide help engine by requiring dynamically assembled help content. As the OpenDoc instructional designer, I initiated and managed a revision to the Apple Guide engine to add OpenDoc support. I wrote a white paper explaining the issues, then assembled a cross-divisional team that worked together for several months to define and implement changes. I later presented the issues and solutions at the 1996 ACM-SIGDOC conference.

- **Cost Reduction**—Initiated a project with Apple's Customer Support group to identify and address high-cost problems related to user documentation. Developed and tested a setup poster for Performa computers that cut calls and reduced the cost of goods sold (COGS) by 11¢ per unit.

- **Multimedia and Online Help**—As a developer of multimedia tutorials, created storyboards, scripts, and graphics using electronic authoring tools. Designed and developed the Performa Basics and OpenDoc tutorials using Macromedia Director. Designed, scripted, and tested, the SimpleText Guide. Revised the online Macintosh Tutorial using Apple Guide.

TOOLKIT

• Adobe Photoshop, InDesign, Illustrator	• Microsoft Word
• Axure RP	• Microsoft Excel
• Omnigraffle	• Microsoft PowerPoint
• Balsamiq	• Keynote
• Snagit	• Pencil and paper—favorite starting tools

References available upon request.