

# KELLIE RAE CARTER

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## PROFESSIONAL SUMMARY

- ❖ Work as a user experience lead and researcher on a variety of consumer-facing and enterprise applications in the financial, insurance, and entertainment industries.
- ❖ Lead cross-functional UX teams of 3 to 7 information architects, interaction designers, usability analysts, and visual designers in site redesigns and new feature creation.
- ❖ Manage budget, project schedules, deliverable timetables and design quality for UX projects.
- ❖ Plan and conduct usability tests in all stages of development, from vision and formative tests including Rapid Iterative Testing and Evaluation (RITE) methodology to validation and baseline tests on production sites.
- ❖ Conduct contextual observations, cognitive walkthroughs, and participatory design sessions to gather design requirements.
- ❖ Support projects in both Agile and waterfall development methodologies.
- ❖ Collect secondary user and site data through surveys, competitive analyses, focus groups, marketing reports, and academic research to triangulate findings and recommendations.
- ❖ Facilitate accessibility usability tests for low-vision participants using assistive devices such as JAWS and Zoomtext.
- ❖ Conduct eye-tracking sessions and remote usability sessions with a variety of industry tools.

## PROFESSIONAL EXPERIENCE

*User Experience Lead and Usability Analyst*

2009-current

Nationwide Insurance Company (Contract through Experis), Columbus OH

- ❖ Successfully led online app and site refresh design projects.
- ❖ Routinely plan and conduct usability research.
- ❖ Responsibilities include coordinating recruiting, establishing data collection targets, and creating concise, clear, and actionable usability recommendations.

Key Accomplishments:

- ❖ Led project to create a property evaluation tool for the renters' quote and bind flow that increased quote completion rate and became the design standard for interactive tools and calculators on nationwide.com.
- ❖ Usability testing on search functionality resulted in new search engine adoption, increased search relevancy statistics, and revised search result descriptions.
- ❖ Created multi-year roadmaps to help plan development for service enhancements.

*Senior User Experience Researcher*

Jan-April 2009

Comcast Interactive Media, Philadelphia PA

- ❖ Tested single sign-on capabilities and customer acceptance of a common user identity across multiple Comcast web assets.
- ❖ Created a model of social TV interaction to improve user participation on chirp, a concept designed to facilitate online conversations during TV watching.

*Senior Usability Engineer*

May 2007-Jan 2009

The Vanguard Group (Contract through US Technologies) Valley Forge PA

- ❖ Specialized in testing and designing enterprise applications for Vanguard’s customer service representatives, including an application to monitor new business for high net worth clients and a redesign of the internal client management system.
- ❖ Conducted multiple baseline tests on client servicing area to help plan for future enhancements.

Key Accomplishments:

- ❖ Conducted several rounds of rapid iterative testing on the customer-facing Open Account flow that helped shorten the process by 15-50 steps (depending on transaction type) and increase task completion by approximately 25%.
- ❖ Helped design a new 3-part client management system for phone associates to manage their client base; use of formative research helped deliver a successful application and provide associates a way to capture detailed client data online and not on personal, unsecured spreadsheets.

*Information Architect and Corporate Trainer*

2000

General Electric-Plastics, Selkirk NY

- ❖ Internship. Designed architecture for plant intranet site and trained subject matter experts in content creation and web posting.

**TECHNICAL SUMMARY**

Dreamweaver	Morae	Photoshop
HTML 5	Tobii	Illustrator
CSS 3	Keynote	Quark Xpress
Javascript	Camtasia	Flash
InDesign	SPSS	MS Project
Axure	Google Analytics	Final Cut
Balsamiq	Omnigraffle	Visio

**ACADEMIC TEACHING EXPERIENCE**

*Assistant Professor of Writing and Linguistics*

2005-2007

Georgia Southern University, Statesboro GA

Selected Courses Taught:

- ❖ WRIT 5930: Technical Writing: Advanced Topics in Usability and User Interface Development
- ❖ WRIT 3030: Writing for Multimedia
- ❖ WRIT 2130 NET: Online sections of Technical Communication

*Teaching Fellow, Digital Literacy Initiative*

2003-2005

Wayne State University, Detroit MI

Selected Courses Taught:

- ❖ ENG 5830: Special Topics: User-Centered Design Theory and Practice
- ❖ ENG 5830: Introduction to Technical and Professional Writing Practices

*Graduate Teaching Associate*

1998-2003

Rensselaer Polytechnic Institute, Troy NY

Selected Courses Taught:

- ❖ COMM 6960: Theory and Research in Tech Communication and HCI
- ❖ COMM 6960: Studio Design in Human-Computer Interaction

## **SELECTED RESEARCH PUBLICATIONS AND PRESENTATIONS**

*"Gaming the Design: Using game design techniques in the realm of investing"*

With Dominic La Cava

Published in the August 2009 Issue of the ASIS&T Bulletin (<http://www.asis.org/Bulletin/>)

Paper based on presentation

*"Gaming the Design: Using game design techniques in the realm of investing"*

IA Summit

Memphis, March 2009

With Dominic La Cava

Based on user experience design work conducted at Vanguard

*"Community-networks and prototype actors: The language games of design prototypes"*

Association of Teachers of Technical Writing Conference 2008

New Orleans, April 2008

*"Freestyle, flow, and fanculture: Mapping technical mediation of fan communities"*

Computers and Writing Online

Virtual Conference, February 2007

*"Experiential spaces for knowledge work: Design notes"*

2006 Canadian ATTW Conference

Toronto, May 2006

*"Designs for life(style): From fanculture to human resources"*

Association of Teachers of Technical Writing 9th Conference

Chicago, IL, March 2006

*"Profiles of the future: An inquiry into the limits of technical communication"*

Modern Language Association

Philadelphia, PA, December 2005

## **EDUCATION**

*PhD, Communication and Rhetoric*

Rensselaer Polytechnic Institute, Troy NY, 2005

Certificate in Human-Computer Interaction, Dissertation on User Experience

*MS, Technical Communication*

Rensselaer Polytechnic Institute, Troy NY, 2000

Certificate in Graphic Design

*MA, Women's Studies*

Ohio State University, Columbus OH, 1996

*BA, English*

Bowling Green State University, Bowling Green OH, 1993

## **MILITARY SERVICE**

*Medical Specialist*

Ohio Army National Guard

Toledo and Columbus OH

1990 – 1996

*Pershing Missile Crewmember*

U.S. Army, 4/9th Field Artillery

Heilbronn, Germany

1987-1990