
JENNI MERRIFIELD

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OBJECTIVE

To obtain a position on a design or development team where my user interaction, graphical design, multimedia design, and development skills and my expertise in user centered design will be fully employed in working collaboratively to create next-generation applications, web sites or games.

SKILLS SUMMARY

- 12+ years proven experience in user experience design, user interaction design, graphics design, project management, and program management within the following technology sectors:
 - Social media networking
 - Online games
 - Mobile multimedia devices
 - Windows security
 - Enterprise web content management.
- Skilled with the following web, multimedia and content creation tools, content management servers, development tools, programming languages and technology standards:
 - Photoshop CS4, Flash CS4, Dreamweaver CS4, Illustrator CS4, Balsamiq Mockups, Office 2007, Visio 2003.
 - Drupal 5, Microsoft Content Management Server 2001 & 2002, SharePoint Portal Server 2001 & 2003
 - Visual Studio 2005, SQL Server 2005, Access 2007
 - C#, C++, Visual Basic, VBScript, J#, JavaScript, jQuery, perl
 - HTML, XHTML, CSS, XML
- Proven design and technical aptitude including:
 - Expert knowledge of both the technical and creative aspects of software development
 - Strong advocate for the user and for using user-centered design practices in the software development process
 - Ability to conceptualize, evangelize and document design and technical software specifications
 - Practical knowledge of software development processes across several technology sectors.
 - Practical knowledge of secure software design practices and their implications for networked and online software
- Proven interpersonal and business skills including:
 - Excellent communication skills, both written and verbal
 - Highly motivated individual who is well organized and detail-oriented
 - Proven record with group facilitation, team motivation and cross-team collaboration
 - Proven record of liaising with internal and external stakeholders, such as management, partners, customers and clients, to evangelize products, services and the team through in person and online forums such as conferences, online chats, mailing lists, message forums, focus groups and interviews.

EMPLOYMENT HISTORY

2009 **Usability Manager** CrowdTrust Technologies, Vancouver, BC

- Sole user experience practitioner with CrowdTrust Technologies, an internet social networking start-up.
- Redesigned the web application front end of their flagship product Gleanr (a social networking aggregator and reputation manager), taking it from alpha to beta stage.
- Defined and documented user experience requirements to improve product/site usability based on feedback
- Mentored new staff on user experience requirements and related aspects of modularized development.

2009 **Web Component Designer/Developer** Canadawide Media, Burnaby, BC

- One month practicum
- Defined, designed, developed and documented a Drupal content type and associated web control interface allowing content creators to choose and order a selection of existing content nodes to be displayed to site visitors within a single, interactive interface.

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2007-2008 **User Experience Specialist** CGTV Games, Vancouver, BC

- Sole User Experience practitioner at CGTV Games Casino Software Development Studio
- Defined and documented complete redesign for the HTML + Flash based front end of the CGTV Games Casino Lobby client
- Defined and documented user interaction design and information architecture for online casino account management process with a focus on simplification and improving user conversion rates.

2006-2007 **Human Factors Engineer** Nokia, Burnaby, BC

- HFE on the three-person multiple-disciplinary Front End User Experience team providing user interaction design, usability research and related services to the "Hear New" and "Front End" teams of the Multimedia division.
- Defined and documented user interaction requirements for the Podcasting podcatcher application and "Media Player" USB Transfer mode feature for Nokia's "NSeries" multimedia devices.

2006 **Contract Web Designer/Developer** Various, WA, USA

- *Pharmacy OneSource (Bellevue, WA)*: Initiated UI redesign for web-based applications used by hospital-based pharmacists.
- *Saltmine (Seattle, WA)*: Designed and implemented information architecture, user interface design and ASP.NET functionality of Microsoft Content Management Server 2002 web templates and other web site pages for the Catholic Archdiocese of Seattle using C#, JavaScript, XHTML 1.0, CSS2 and XML 1.0.

2004-2006 **User Experience Program Manager** Microsoft (*Windows Security Group*), Redmond, WA, USA

- Owned feature team project management, definition and documentation of requirements and user experience specifications and subject matter expert review of user assistance documentation for Active Directory Federation Services.
- Analysed user experience feedback from windows users on various windows security features and evangelized interaction modifications in response to this information.
- Assisted other security program managers with user experience issues relating to the features they owned.

1997-2004 **User Experience Program Manager** Microsoft (*Content Management Server Team*), Redmond, WA, USA
User Interaction Design Engineer NCompass Labs, Vancouver, BC [†]

- Drafted user interaction design documents and user experience specifications for both win32 and web based features and integration projects of Microsoft's Content Management Server (MCMS) 2001 & 2002.
- Provided subject matter expert review of user documentation and quality assurance test plans for all GUI-focused features of Microsoft's Content Management Server (MCMS) 2001 & 2002 for both win32 and web platforms.
- Feature/project involvement:
 - MCMS 2001 feature: Server Configuration Application
Web application; defined user interaction and provided HTML mark up
 - MCMS 2002 feature: Site Manager Tool
Win32 application; restructured interaction of content access features, removed all developer features
 - MCMS 2002 feature: MCMS User Roles
Back end functionality; reverse engineered and redefined existing roles, defined new roles
 - MCMS 2002 feature: VS.NET Integration
Defined UI to insert MCMS 2002 development features into the VS.NET interface
 - MCMS 2002 project:
Content Integration Pack 2 for Content Management Server 2002 and SharePoint Portal Server 2001
Web UI Integration Upgrade; As UI Designer: redefined interaction design where required; As owning project manager: coordinated project team efforts, managed project integration and release schedule, reviewed user guide and test plan documents.
 - MCMS 2002 project:
Microsoft Content Management Server 2002 Connector for SharePoint Technologies.
New Web UI Integration with *SharePoint Portal Server 2003* and *Windows SharePoint Services 2003*; defined user interaction for all features, provided HTML mark up for search and web-part features.
- Promoted cross-group collaboration between the development team and external User Interaction/User Experience groups such as Usability, User Education (Technical Writers), Localization and Accessibility.

[†] NCompass Labs, Inc. was acquired by Microsoft Corporation in 2001. This company's main product, NCompass Resolution, was subsequently re-branded as Microsoft Content Management Server.

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1996-2001 **Web and Software Designer**

strawberryJAMM Designs, Burnaby, BC

- Sole proprietorship
- Developed and maintained commercial and non-commercial web sites
- Designed and implemented site layout, graphics and CGI scripts (written in perl) for all customer sites.
- Administered and configured Apache web server.

EDUCATION

2008-2009 **Diploma with Honours**

CDI College, Burnaby, BC

Programmer Analyst/Web Developer

Program covered web, graphic and multimedia design & web-oriented software engineering.

1991-1997 **Bachelor of Applied Science**

Simon Fraser University, Burnaby, BC

Computer (Electrical) Engineering

Program covered hardware and software design of computer systems.

1990-1991 **Unclassified Studies**

University of British Columbia, Vancouver, BC

Miscellaneous courses from the school of Architecture and the departments of Economics and Psychology.

1986-1990 **Bachelor of Arts**

University of British Columbia, Burnaby, BC

Classical Studies

Program covered the literature, art, architecture and archaeology of ancient Rome and Greece.

ACCOMPLISHMENTS

2008-2009

CDI Burnaby Campus Programming Student of the Month

Received three times during an eight month program. This award is based on attendance and academic standing.

2005

Microsoft TechNet Security Article

“Using a Least-Privileged User Account” (<http://www.microsoft.com/technet/security/secnews/articles/lpuseacc.mspx>)

1996-1997

Engineering Undergraduate Thesis Project

Successfully conducted a usability study using heuristic evaluation, cognitive walkthrough and direct observation of users of a prototype web site and java application interface that provided real-time, remote access to a robotic arm.

ACTIVITIES AND INTERESTS

- VCON Convention Organizing Committee, serving as Webmaster (2008-2010) and Games Room Coordinator (2009-2010). *VCON is Vancouver's Annual Science Fiction and Fantasy Convention – www.vcon.ca*
- Alumnae of Alpha Phi Women's Fraternity (Beta Theta Chapter, Class of '90)
- Avid player and game master of table-top role-playing games