baxley + glass

USER EXPERIENCE DESIGN BY ANGELA MARIÉ BAXLEY GLASS

san diego, california

angela@baxleyglass.com
415.602.1414 mobile

More than twenty years of experience with a focus on User Experience * Interaction Design. Consulting for the entire continuum from user research to interpreting user needs, clarifying the site or software objectives, informing the user story or functional specifications, and defining the information architecture, to designing the user interface and interactions. Also experienced in product management and marketing with an 'executive education' by Kellogg School of Management.

experience

User Experience Design

Baxley + Glass

s. california + n. carolina
Oct 2010 - Present

User Experience Design & Strategy featuring guerrilla usability testing and prototype design to employ the RITE Method— Rapid Iterative Testing and Evaluation—for startups, as well as Sony, Qualcomm, Digitaria, Wells Fargo + more...

Tools: Sketch, UXPin, InVision, proto.io, Silverback, and usertesting.com

Senior Interaction Designer

Wells Fargo

Charlotte, North Carolina
Mar 2014 - Sep 2014

Redesigned Wells Fargo Digital Payments and SurePay using iRise prototypes and in-person usability sessions.

Tools: iRise

Senior Interaction Designer

Apple

Cupertino, California
May 2012 - Jul 2013

Design for ☐ iTunes, Apple Care, and apple.com.

Lead User Experience Designer

lynda.com

Santa Barbara, California
Jan 2012 - Mar 2012

Illustrate the user experience through user flows, scenarios, storyboards, mockups, and prototypes, validating designs through user research and usability testing.

■ Employ user research to deep understanding of real world customer needs and business goals, and collect valuable user feedback and insight to inform product decisions.

■ Collaborate with stakeholders, team members, and customers in an agile, iterative user-centered design process: design features, write user stories, partner with UX researchers to validate designs, and work with development teams to ensure correct implementation of design.

■ Mentor and lead junior designers, reinforcing process and design standards and best practices for the team.

Senior User Experience Designer

Yahoo! Incorporated

Sunnyvale, California
May 2008 - Sep 2009

Provided the strategic creative direction and user experience design for the Yahoo! Information Technology Division including the purchase and ordering flow for Yahoo! Premium Services (Personals, Sports, Music, Small Business Services, and Flickr).

■ Translated the customer and business requirements into defined specifications. This included conceptualizing and proposing new user interface designs that address user's needs, collaborating with product management on the design prototypes and mockups for these proposals, and finally overseeing their implementation.

Product Manager for Expression Studio, and Silverlight

Microsoft

Product Manager for Expression Studio, a suite of tools for designing standards-based Web sites, rich user experiences for the desktop and Silverlight, and for the management of digital assets and content.

■ For the launch of Expression Studio, I created field resource kits and plans that covered product definition, positioning, sales process, launch plans, and release milestones, with metrics to drive the field organization and measure success.

■ Partnered with the world-wide field organization to develop and implement promotion plan including advertising, press, speaking engagements, lead generation, presentation, demonstration, printed and electronic collateral, along with channel plan including call downs, trade shows, seminars, and corporate visits.

■ Responsible for our partnership with the field evangelism and sales organizations to scale the customer engagement to effectively tell the story to world-wide audience and diverse communities of both designers and developers through audience specific messages and positioning.

Received the Founder's Award for Microsoft Expression Studio, 27 April 2007.

Product Designer for ASP.NET, IIS7 & Visual Web Developer

Redmond, Washington
Apr 2003 - Jul 2006

Microsoft

Worked with development, usability, and product management disciplines to design, prototype, implement and evaluate user interfaces utilizing user-centered design principles.

■ Designed the user interaction model, flow, information architecture and wireframes required to provide detailed design specifications with a rich user experience utilizing end-to-end scenarios.

■ Assisted in defining the experience strategy for the Microsoft Web Platform & Tools while advocating the value of user centered design throughout the development cycle.

■ Partnered with our usability research engineers to execute user studies and translate findings into design improvements.

Web Designer

Travelocity

Designed and developed the user interface for new site features and enhancements.

■ Enhanced the look and feel of the organization's online offerings, with an eye on usability, while creating a positive and consistent customer experience across all areas of the site.

■ Streamlined the homepage design and optimized the code by eliminating spacer images, reducing nested tables, and introducing CSS2. Page size was reduced from 59kb to 32kb and from a load time of 3.25 seconds to 1.5 seconds.

■ Worked with the Product Development team to manage the transition from XHTML code mockups into functioning products through the development, testing, and production environments.

■ Developed standardized code templates and modules for promotions, which increased design consistency, cut development time by more than half, and virtually eliminated coding errors.

■ Designed, built, and maintained web pages such as promotions, home page, info pages, and the intranet as well as production support for email/print newsletters and various print pieces.

Web & Interaction Designer

Bank of America

Designed, prototyped, and developed user interfaces and pages for web-based training websites with engaging, interactive web-based learning content and informational websites to be delivered across multiple platforms and browsers.

■ Worked with Project Managers, Instructional Designers, clients, and end users to understand and define project scope and requirements and to ensure that user interface, instructional design, and website interactions are sound and follow supportable methodologies.

■ Ensured that all web graphics were designed and developed to meet end-user expectations, and followed proscribed web standards and methodologies.

■ Developed test plans for usability testing, and performed usability testing with end-users.

■ Designed, developed, and tested all website CSS, prototypes and CMS templates for cross-platform/cross-browser compatibility.

Creative & Brand Management

Bank of America

Marketing associate on the Brand Transition team responsible for the NationsBank–Bank America brand transition including brand definition, brand guidelines and marketing integration.

■ Designed, developed and maintained a Web-based application utilizing relational databases for project coordination, tracking, & reporting of print-buying jobs.

■ Served as the representative participating in the requirements definitions to produce a web-based interface for the creative production trafficking system, enabling franchise-wide connectivity for Creative Services.

■ Provided project management for all collateral produced for the banking center rack brochure program, including brand transition & rollout. Managed relationships with print vendors, communications managers, and external agencies, and production schedules to ensure on-time project completion and delivery.

■ Designed and developed an intranet website with relational database for a visual presentation of the new corporate brand and to manage brand materials distribution and usage.

■ Served as the production artist for brand rollout guides and other transition materials.

Education

Bachelor of Arts

University of Washington

Seattle, Washington

Awarded Bachelor of Arts with International Honors a dual major in Communication and Social Sciences with a focus in Gender, Ethnicity and Culture studies.

Product Management   2006 - 2008

Kellogg School of Management

Two year curriculum with professor Mohan Sawhney as part
the Kellogg professional development program at Microsoft.

- Kellogg on Marketing
- Kellogg on Branding
- Consumer Marketing Strategy
- Customer Insight Leadership
- Strategic Digital Marketing
- Strategic Marketing Measurement and Planning
- Data-Driven Marketing Decision Making
- Marketing Return on Investment
- Value Proposition Excellence
- Integrated Marketing
- Market Segmentation, Targeting, Positioning & Messaging

Angela Marié Baxley Glass   angela@baxleyglass.com   415.602.1414 mobile