

Charlotte H. Wise

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UX Architect

SUMMARY

- 14 years experience in UX research and design for the Web, software, and mobile, working with engineering teams, agencies, and start-ups
 - Focus on usability and user research, interaction design, and information architecture for consumer-facing applications in the private and non-profit sector
 - Evangelist for user-focused design in a collaborative Agile development environment
 - Led first-ever usability testing efforts for www.utexas.edu
 - Established first UX and usability practice at three companies
 - Co-founder, Austin chapter of [Ladies That UX](#)
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KNOWLEDGE

User research: Qualitative and quantitative methodologies including in-house lab studies, remote user testing, survey design, contextual inquiry, persona development, accessibility evaluation, in-depth user interviewing, participant recruiting, journey mapping, ethnography, focus groups, diary studies, rapid prototype testing, design studio and participatory design, heuristic analysis and evaluation, and A/B testing

User experience: Interaction design, wireframes, user process flows, pattern libraries, art direction, HTML/CSS prototyping, mobile design, Agile UX methodology, UX advocacy

Information architecture: Site maps, information design, content analysis and strategy, competitive analysis, writing and editing

Tools: Balsamiq, OmniGraffle, Axure, Visio, Silverback, Camtasia, Google Analytics, Drupal, JAWS

PREVIOUS CLIENTS

Dell, Universal Studios, Ritz-Carlton, Chase Bank, UPS, BMC Software, The University of Texas, Center for American History, Bob Bullock Museum, Veterans of Foreign Wars, Feed the Children, National Law Enforcement Officers Memorial Fund, National Alopecia Areata Foundation, Wildlife Alliance, Operation Blessing

BancVue

Lead UX Researcher

2013 - present

- Recruit, establish, and maintain BancVue's first-ever client usability council (comprised of client financial institutions).
- Write and conduct research with the client usability council, including focus groups, surveys, remote testing, interviews, and contextual inquiry.

References available on request.

- Write and conduct in-house user tests based on rapid prototypes for features and improvements to BancVue products.
- Conduct iterative remote user tests on consumer-facing BancVue products (both desktop and mobile), including loan applications, account opening software, responsive online banking tools, and financial management applications.
- Consult on usability and information architecture issues for client financial institutions.
- Contribute to interface improvements in design studio with UX team.
- Establish and co-lead the UX Fellowship, a company-wide affinity group promoting and sharing best practices in user experience design. Teach monthly seminars and classes on mobile usability testing, A/B testing, responsive design, survey design, etc.

Advanced Solutions Int'l

Senior UX Designer

2011 - 2013

- Translate business and technical specifications (sprint stories) into user process flows and wireframes for existing product interface improvements and refinements.
- Conceive and design intuitive user interface components for new product features.
- Develop, coordinate, and execute comprehensive, ongoing multi-phase in-house and remote usability and accessibility testing efforts for the iMIS product line. (Several large, key iMIS implementations had to be Section 508 and WCAG 2.0 compliant in order for customers to renew their contracts.)
- Recruit and maintain ASI's first-ever customer usability council for user research.
- Establish and lead UI Mafia, a production-wide Agile guild promoting and sharing best practices in interface design, usability, and software patterns for engineering team.
- Evangelize and educate stakeholders about the value of UX through internal education efforts and presentations at industry conferences.

Electric Bat Interactive

UX Designer

2010

- Redesign core gameplay screens for WebLords, a multi-player browser-based PvP game, based on internal stakeholder and player feedback.
- Design original user interface screens for all new features implemented in WebLords.
- Design original user interface screens (25+) and user stories for all aspects of new multi-player Facebook game, Puzzle Pals. Solicit stakeholder feedback, revise wireframes, and iterate with artists to ensure final design remains faithful to best usability practices for social gaming.
- Promote user experience as an integral aspect of design and development; champion for the user at every step.
- Present UX design concepts effectively to team leads and management.
- Facilitate UX ideation process, identify deliverables needed for every project, and assist in integrating them into the Agile design pipeline.
- Write and edit user error messages, game notifications, and related Web collateral.
- Write and maintain the Electric Bat style guide for all game interfaces across the brand as well as corporate and game-specific Web sites.

Convio

Interactive Architect

2009

- Create usable, accessible information architecture for non-profit client projects.
- Analyze non-profit audience needs and work with clients and creative team to define functional goals, strategy, content, and features for project design, emphasizing the donation funnel and increasing donations and house file registration.
- Conduct heuristic usability reviews of client sites.

- Create competitive reviews, Google Analytics site path analyses, content inventories, wireframes, site maps, and user personas.
- Perform in-depth content topic analysis and editorial recommendations for improvement in clarity, purpose, and effectiveness of messaging. Edit and write content for client sites.
- Serve as user advocate in all phases of design and development.

T3

Information Architect

2007-2008

- Create usable, accessible information architecture for client projects, including promotional, informational, and transactional Web sites. Deliverables include including competitive reviews, heuristic analyses, content inventories, wireframes, user process flows, site maps, and content blueprints.
- Establish first-ever information architecture practice in the agency.
- Analyze target audiences and their needs and work with clients and creative team to define functional goals, strategy, content, and features for final project design.
- Create educational materials and present to internal and external clients about the value and effectiveness of IA and usability.

University of Texas

Information Architect

2001-2007

- Design information architecture for digital projects across the University, including online exhibits, catalogues, portals, galleries, and educational Web sites.
- Serve as usability and IA consultant and accessibility advocate for projects involving various academic departments and campus organizations. Perform heuristic evaluation of Web sites and user interfaces.
- Design and implement task-based usability tests and accessibility reviews (using Section 508 and WCAG guidelines) for Web projects across campus, including the 2002 www.utexas.edu redesign, 2006 UTOPIA redesign, and 2007 testing of a new online public access catalogue for the University of Texas Libraries, a system with over 50,000 users. Recommend improvements and changes based on interpretation of test results.
- Design curriculum for and teach accessibility and usability classes to campus Web publishers.
- Create and present Web and print documentation for every project, including an overall architecture plan, wireframes, assets sheet, narrative, and programmer's guide.

EDUCATION

B.A. with honors in Sociology, Rice University

Winner, Weber-Durkheim Award for best undergraduate honors thesis