

name

**ALLA  
ZOLLERS**

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## Profile

Passionate, high-energy, innovative and hands-on **experience architect**, with proven experience in user research, information architecture, user experience design, usability, and interaction design. Major strengths include a sophisticated user-centered design process, extensive research, analysis, writing and communication skills, keen conceptual problem solving abilities, and a solid technical background.

## Experience

**ThoughtWorks** Boston, MA 2009 - Present

*Senior User Experience Consultant*

- Collaborated closely with clients, visual designers, and developers in agile/scrum.
- Started internal UX initiative to develop UX as a core company offering, and helped facilitate the business development and sales of UX
- Facilitated research, discovery, and requirements solicitation workshops
- Utilized agile UX techniques such as sketches, prototypes, and usability testing to get to good design faster

**THE\_GROOP** Los Angeles, CA 2008 - 2009

*Experience Architect*

- Collaborated closely with clients, visual designers, and developers in agile/scrum.
- Worked on MySpace Holiday Wishlist (<http://www.myspace.com/holidayguide>), increased app installs by 3X from previous year
- Created intelligent and innovative design solutions by being personally involved in product strategy, requirements gathering, user research, information architecture, and experience design.
- Ensured communication between diverse team members through clearly annotated and well developed deliverables.
- Validated design work with guerilla usability testing.

**Oversee.net** Los Angeles, CA 2008

*User Experience Designer*

- Principle point of contact for experience strategy.
- Utilized in-depth interviews, card sorting, affinity diagrams, and surveys to understand user needs and motivations.
- Leveraged team resources and research findings to affect user experience definition and wireframe designs. Verified design work with extensive usability testing using the Morae software package.

**eCivis** Pasadena, CA 2007 - 2008

*Usability/Front-End Developer*

- Worked closely with product management to define and prioritize feature requirements.
- Designed iterative high-fidelity mockups and prototypes in HTML/CSS/Javascript.
- Administered remote usability testing on prototypes, and lead front-end development efforts on finalized designs.

## Education

University of California, Los Angeles — PhD. Information Studies, In Progress

University of Indiana, Bloomington - M.S. Human-Computer Interaction, 2005

Rose-Hulman Institute of Technology, Terre Haute - B.S. Computer Science, 2003

## Relevant Skills

### Research and Evaluation

Observation, in-depth interviews, focus groups, surveys, card sorting, affinity diagrams, contextual inquiry, usability testing, participatory design, competitive analysis, heuristic evaluation, and statistical data analysis

### Deliverables

Strategy documents, personas, storyboards, scenarios, wireframes, user flows, taxonomic structures, site maps, prototypes and usability reports

**Technical Knowledge**

HTML, CSS, Javascript, XML, XUL, AJAX, Perl, PHP, MySql, Oracle

**Software Expertise**

Windows, Macintosh, Linux, Adobe Photoshop, Fireworks, Illustrator, InDesign, Dreamweaver  
Visio, omniGraffle, Axure RP, Morae, Microsoft Office Suite, iWork Suite

**Professional Associations**

Information Architecture Institute, Interaction Design Association, Usability Professionals Association

References Available Upon Request