



LORI STEVENSON

lori.stevenson@gmail.com
310.924.8228
loristevenson.com
www.linkedin.com/in/LoriStevenson

Lori's passion is for great user experience that gets out of the way and lets users accomplish what they came to the site for, all while solving a business problem. She explains and champions design decisions to executive committees to get buy-in and support. She uses both qualitative and quantitative methods to understand user behavior and reactions to a design, organizes content in an intuitive structure that is relevant to the site's audience, streamlines application flows and uses responsive design with clean visuals that helps users in completing tasks or finding information, regardless of the device they're using. She has worked in various aspects of user experience design throughout her career, and has received industry recognition for multiple corporate websites and applications she has designed.

Lori has been in digital design in many capacities - as a user experience lead, visual designer, to front-end developer; many positions also included an element of business analyst, which helps to immerse her into an understanding of what needs to be built, based on both business and user needs.

Competencies include:

- Usability research methods including interviews, card sorting, ethnographic, qualitative and quantitative methods, and more
- User experience, interaction design and user interface design to solve business problems, using User Centered Design principles,
- Axure, Adobe Experience (Creative Cloud, CC), Visio, Sketch, Omnigraffle for wireframes
- Information architecture, organization and findability
- User journey mapping
- Visual design
- Responsive design
- Website, mobile app UX and visual design
- Agile Scrum development methodology
- Front end web development: HTML5, CSS3, SVG, JavaScript, jQuery, JSON, Ajax, JSF, Flash
- Technical writing, training and training materials development
- Business analyst - business requirements elicitation, writing user stories, using VersionOne
- Web metrics analysis, surveying and cross referencing sources
- Staying current on trends and research

Lori was originally in advertising and graphic design, and gravitated to all things digital as technologies evolved and gained acceptance.

EXPERIENCE

UNITED STATES SKI AND SNOWBOARD ASSOCIATION SR. DIRECTOR OF INFORMATION SYSTEMS, USER EXPERIENCE DESIGNER, BUSINESS ANALYST 5/14 - 4/16

Provided direction for the technology strategy for USSA, the NGB for Olympic snowsports in the USA; includes U.S. Ski Team. Improved user experience for applications, redesigned website in a responsive design; elicited requirements; managed technology projects.

- Overhauled ussa.org - A complete responsive redesign of the user experience, information architecture, look and feel for this Drupal site; built wireframes for the site; unified the management team around the new strategy and received executive buy-in despite a very political environment. New site is under development
- Usability testing and interviews
- Re-architected online applications for a better flow and ease of use
- UX and visual design for US Ski Team mobile iOS app
- Discovered requirements for consolidating and streamlining systems; prioritized projects and communicated business requirements to the internal and external development team
- Managed staff developers and consultants; moved team to Agile

BIDSYNC.COM

SR. USER EXPERIENCE DESIGNER 10/10 – 4/14

Lead user experience designer for a complete refactor of this complex eProcurement SaaS application; used Agile scrum. Responsibilities include eliciting requirements from the business and users, writing user stories, designing more efficient task flows, the mobile app, visual design, interaction design, usability testing and coding in XHTML and JSF (java server faces). Attended conferences to stay current on research and trends in the IA and UX fields.

CONSULTING, FREELANCE AND CONTRACT

USER EXPERIENCE, VISUAL DESIGN AND WEB DEVELOPER - 1/08 – 9/10

Web design, hands-on web development (HTML5, CSS3, JavaScript, etc.), user experience, information architecture and UI design; usability testing, documentation, training staff, Flash for multiple site redesigns and site maintenance. Web metrics analyzed. Dept. of Energy SmartMeter projects UX design and business analyst.

CLIENT: CHARLES SCHWAB PROJECT MANAGER 8/07 – 12/07

Roadmap for enterprise platform consolidation effort, and project manager for a data migration, integrating the customers of a subsidiary into the main company's web-based account self-management system.



LORI STEVENSON

lori.stevenson@gmail.com
310.924.8228
loristevenson.com

CLIENT: WELLS FARGO

BUSINESS/SYSTEM ANALYST, USER INTERACTION DESIGNER
10/06 – 6/07 Application design, user experience for a new data validation tool. Also, systems analyst for WF data systems deep-dive initiative, detailed analysis of all systems to expose data integrity gaps.

CLIENT: DELTA DENTAL, 4/06 – 10/06

INTRANET DEVELOPER, UX DESIGN, SHAREPOINT ARCHITECT
Designed and customized user interface and rolled out Sharepoint to the enterprise intranet. Developed training materials and trained trainers. Developed governance, standards and a strategy to manage growth. Finished early, under budget.

RAND CORPORATION, 8/04 – 3/06, STAFF POSITION

INTRANET CONTENT MANAGER, USER EXPERIENCE DESIGN
Responsible for overhauling this think tank's corporate intranet: managing and organizing content to optimize use by research staff; used the scientific method in the design phase including implementing best practices in usability, information architecture, UX and visual design; much usability testing. Served on many IT-related corporate committees. Developed skills of low-tech staff.

USAID/GEEKCORPS

FORMER YUGOSLAVIAN REPUBLIC OF MACEDONIA

Designed UX and visual design for a new national tourism site. Developed marketing plan to develop tourism, focusing on international tour operators using the internet. Onsite USAID project in Macedonia.

DEUTSCH LA, ADVERTISING AGENCY

INTERACTIVE PRODUCER, USER EXPERIENCE DESIGN

Coors Beer account; managed interactive development and developed detailed navigation flows, site maps, wireframes and interface design and functional specifications

INTEL CORPORATION, 2/03 – 2/04

WEB MANAGER, UX DESIGN, BUSINESS ANALYST

Designed intranet and external facing websites (developer.intel.com), intranet application UI design, IA, mockups, wireframe and prototypes, technical writing. Project management, business analyst. Developed training materials and trained trainers.

DELOITTE CONSULTING 4/00 – 11/01

CONSULTANT, INTRANET OVERHAUL, USER EXPERIENCE DESIGN, BUSINESS ANALYST

eStudio practice in the San Francisco office during the dotcom boom. Overhaul of the Fireman's Fund Lotus Notes corporate intranet, migrating to Vignette, my roles included Information Architect, User Experience Designer, Business Analyst. Worked on similar projects for many other clients in media, tech and finance.



LORI STEVENSON

lori.stevenson@gmail.com
310.924.8228
loristevenson.com

APPLAUSE INC

WEBMASTER, USER EXPERIENCE DESIGNER, VISUAL DESIGNER

Manufacturer of licensed movie property merchandise, later acquired by a competitor. Design and development of the first corporate website. Received a "Best in Industry" award. Did information architecture, user experience, visual design and coding. Worked with studio's brand standards for all of our licensors, all of the major studios and entertainment properties (Disney, Lucasfilm, Pixar, Warner Bros, etc.).

VIVITAR CORPORATION 2/96 – 8/98

WEBMASTER, USER EXPERIENCE DESIGNER, VISUAL DESIGNER

Designed and developed the first corporate website, with a full product catalog, downloadable drivers and tech support knowledge base. Received a "Best in Industry" award, positioning us as "Serious about ecommerce".

SOFTWARE AND TOOLS

Axure RP Pro, Sketch, InVision, Jira, VersionOne, Google Analytics, Omniture, IntelliJ, Eclipse, Visio, Omnigraffle, Basecamp, Teamwork, Redmine, Github, Gitlab; Adobe Creative Cloud: Photoshop, Illustrator, Flash, Fireworks, Dreamweaver, Premiere Pro, AfterEffects; MS Office suite of tools, MS Project, MS Dynamics CRM; Keynote; a little Maya for 3d modeling; HTML5, CSS3, SVG, JavaScript, jQuery, JSON, Ajax, JSF, Flash

EDUCATION

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE - Double major Business/Marketing and Fine Art. Bachelor of Arts, in Fine Arts.

UCLA EXTENSION - Perl programming for CGI, Unix, Computer Graphics, 3d modeling, animation and desktop publishing.

EL CAMINO JC - Advertising Design major



LORI STEVENSON

lori.stevenson@gmail.com
310.924.8228
loristevenson.com