

KRISTINA ROSS

Interaction Design and User Experience Consulting
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WORK HISTORY

Since Sept 2000 - present
Elements 4 Design

Nov 2007 – June 2008
CollabNet

Released July 2008
SourceForge 5.0
www.collab.net/products/sfee/

July 2006 – Sept 2007
Rocket Communications

Released February 2008:
Tango by H&R Block
www.hrblock.com/tango/
(Click the "Let's Tango" button
to view the application)

Lead User Interface Designer
for V2.0 design revisions and
enhancements

Owner, User Experience Design Consulting

<http://www.elements4design.com/>

- Current clients: Radar Networks/Twine (www.twine.com), Vinq, Pinnacle Rock
- Previous clients and design studios have included Adobe, GetActive!, West Marine, The Presidio Trust, Cable Television Labs, and the National Renewable Energy Lab, among others

Senior User Experience Designer

CollabNet, SourceForge Enterprise 5.0 Team

www.collab.net

- Designed, prototyped, and refined feature additions to SourceForge Enterprise 5.0, a suite of developer tools enabling distributed collaboration
- Advocated for and demonstrated user-centered design processes within a passionately Agile development team; led review sessions, provided story acceptance criteria; conducted paper-based prototype validations and card sort exercises
- Delivered substantial improvements to the interaction design by refining existing design patterns and introducing new patterns to support improved extension and scalability of features over time
- Reported to 5.0 Engineering Team Manager

Director of User Interface Design

Rocket Communications, San Francisco CA

www.rocketcom.com

- Led client consultations and review meetings with Cost Plus World Market, Yahoo!, QSC Audio, and H&R Block, among others
- Organized and maintained a pool of freelance designers, information architects, and usability specialists
- Participated in business development conversations and SOW/proposal development with numerous prospects
- Reported to CEO/Chief Creative Officer

May 2003–March 2006
Satori Labs

Director of Design & Usability
Satori Labs, Inc., Scotts Valley CA
www.satorilabs.com

One of five founding members of Satori Labs, now a leading developer of digital pen-based forms automation solutions for healthcare and other verticals, with installed technology in use at Massachusetts General Hospital and other major medical facilities around the country.

Responsible for:

- Interaction and interface design for Satori Labs FusionForm and FusionPlanner software products for handheld PocketPC (Windows Mobile 2003) and desktop (Windows .Net/MFC) platforms
- On-site user research, including observation, interviews, work flow and task analyses with prospective customers and pilot partners
- Design, development and maintenance of corporate web site, www.satorilabs.com
- Reported to CEO

Awards and Recognitions: 1) FusionForm was invited to launch at the product showcase conference, DEMO@15, in February 2004 ([View demo](#)).
2) Named with colleagues for patent on Digital Pen and Mobile Devices, approved March 2007

July 2002–Feb 2003
Tapstone/Teleias

Senior User Interface Designer
Tapstone Inc., Walnut Creek CA

Tapstone developed remote server administration tools for the enterprise market. The Tapstone Server Change Awareness Center enabled system administrators to define, deploy, monitor and manage the policies and configurations of servers on their networks.

- Designed the user interface and overall user experience of product
- Developed detailed interface wireframes, screen flow diagrams, interaction design specifications to enable users to rapidly create, deploy, and manage server policies
- Reported to VP of Engineering

Jan 2000–Sept 2000
Shoptok

Senior User Interface Designer
Shoptok, Inc., San Francisco CA
www.shoptok.com

Shoptok developed eCommerce, sales and CRM tools for online storefronts.

- Designed the user interface and overall user experience of TokSupport, a web-based customer relationship management, instant messenger, and context-sensitive sales support tool for business-to-consumer e-commerce
- Reported to VP of Design

July 1998–Jan 2000
Catalyst Resources

Principal, Interface Design & Development
Catalyst Resources, Redwood City CA

Catalyst Resources is an applications design studio that specializes in user interaction and web-based software design. Clients included HP, Fujitsu, GM, and Cisco Systems.

- Led the 1999/2000 re-design of the application interface and overall user experience of Cisco System's Online Ordering tool, the commerce engine that Cisco customers used to place, configure, route and pay for 70% of all orders for Cisco equipment, which amounted (at the time) to around \$25 million a day
- Reported to Managing Partner

Oct 1996 – July 1998
DigitalThink

DigitalThink, Inc., San Francisco CA
Senior Course Developer & Instructional Designer

DigitalThink helped invent web-based training. We produced, delivered and managed web-based courses and training solutions for large enterprise clients on numerous information technology, lifestyle, and business topics. The company successfully IPO'd in 2000 and was eventually purchased by Convergys, Inc.

- Developed 17 full-length, highly rated web-based training courses on Java programming, Adobe Photoshop, Adobe Illustrator, and HTML 4.0, in less than 21 months
- Reported to Director of Course Development

Awards: Produced the course that won *New Media's* INVISION Gold Medal Award for Online Training, 1997.

**Aug 1989 – Sept 1996
CU Boulder, UTEP**

**Instructor and Doctoral Student
University of Colorado at Boulder
School of Journalism, Boulder CO**

**Assistant Professor, Tenure Track
University of Texas at El Paso
Department of Communication, El Paso TX**

- Developed and taught undergraduate courses in Web Design, Media History, Popular Culture, and Computer-Mediated Communication, accruing more than 1000 hours of stand-alone teaching experience to classes ranging in size from 30 to 350 students
- Presented original research on virtual community, popular music, and music video to numerous professional conferences, including the Popular Culture Association (PCA), Association for Education in Journalism & Mass Communication (AEJMC), International Communication Association (ICA)
- Designed and developed the Media History Project, www.mediahistory.com (now housed at the University of Minnesota), a collection of scholarly resources for students and enthusiasts of the history of media technologies of every kind...

TOOLS

- Adobe Creative Suite (Fireworks, Illustrator, Photoshop, Flash)
- SmartDraw, Visio
- Axialis Icon Editor
- Homesite, Snag It
- Help & Manual (authoring tool for online or integrated help and product manuals)
- Hand-coded HTML/DHTML, CSS, YUI, other third-party library and script integration/customization
- Learning ActionScript 3.0
- Basic Unix, CVS, SVN, Bugzilla, SourceForge 4.x/5.0
- Salesforce

EDUCATION

Master of Arts in Print Journalism
School of Journalism
University of Missouri-Columbia
1991

Bachelor of Science
General Science
School of Geology
Purdue University
1986

Bachelor of Arts
Journalism/Communications
School of Humanities
Purdue University
1986

ABD in Ph.D. Program in Media Studies
University of Colorado
School of Journalism & Mass
Communications
Boulder, Colorado

Doctoral Candidate, 1995
Student/Instructor from 1989-1995
"All But Dissertation" status since '95

Topics of research included:
ethnography, virtual community,
popular culture, and media history