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STACEY ASHLUND

SUMMARY

Efficient, organized, and detail-oriented. Effective in multiple roles, including individual contributor, team player, and project manager. Quick learner and skilled researcher. Understanding leader with experience managing in all directions within organizations. Excellent presentation and communication skills, both written and verbal.

EXPERIENCE

USER EXPERIENCE CONSULTANT 2004-PRESENT

As a part-time consultant, reviewed products and proposed usability improvements for web applications and products, including network management, medical publications, and physical devices. Consulted and sub-contracted for the following clients:

Mo-DV, http://www.mo-dv.com

Cambridge Consultants, LLC, http://www.camconsultants.com

Illustro Systems, http://www.illustro.com

Sage Research and Design, http://www.sage-research.com

Sölhaug Grafik, http://www.sgrafik.com

High Wire Press, http://www.highwire.stanford.edu

Yellowpages.com, http://www.yellowpages.com

SPECIAL NEEDS ADVOCATE VOLUNTEER 2000-PRESENT

Researched treatments, resources, and legal rights for children with developmental delays. Coordinated case management for therapies. Presented at and organized conferences for 100+ participants. Advised other parents on advocacy. Created and facilitated support group for parents and professionals. Represented special education on Palo Alto PTA Council.

USABILITY DESIGNER, MYCFO 2000

Designed and created in-house usability lab. Specified, budgeted, and managed installation of audio-visual equipment, computers, and furniture. Specified product user interface and feature set for finance management web application for high net-worth individuals.

USABILITY ENGINEER, INFOSEEK AND DISNEY 1996-2000

Directed usability efforts to measure and improve customer satisfaction in multiple cross-departmental roles as Infoseek progressed from a startup, to a public company, through its transition to Go.com. Designed UI interaction, navigation, graphics, context-dependent search, directory, and prototyping for consistency and usability. Designed and implemented HTML for Infoseek search UI on Netscape's search tab. Developed user, task and competitive product analyses. Conducted usability tests for search, directory, portal, personalization, and partnership sites. Budgeted, hired and managed usability team of 5 people. As a producer

and project manager, facilitated communication across groups including Engineering, Marketing, and Sales. Wrote product requirement documents. Produced design and content for E-commerce, Community, Local, portal channels. Reviewed contract proposals for co-branded affiliate sites including ABCNEWS.com and ESPN.com.

PRINCIPAL ENGINEER, LOTUS DEVELOPMENT AND IBM 1993-1996
Created and managed usability group and lab at cc:Mail. Coordinated task and usability analysis for cc:Mail across operating systems. Tested, designed, and implemented portions of the user interface for the Web. Analyzed competitive products. Conducted usability testing for mobile product, administration utilities, and Lotus Notes. Produced usability reports and video demonstrations. Specified cross-platform UI design, functional enhancements, and new feature definition. Designed and maintained system to track usability issues and resolutions.

SOFTWARE ENGINEER, DIGITAL EQUIPMENT CORP. 1986-1993
Designed sample software VCR for Xmedia, on Motif Unix. Determined usability metrics based on user and task analysis. Designed recommendations for multimedia authoring, CD-Rom, and ISDN telephony. Developed UI for a spreadsheet on DECwindows. Organized product integration,, internationalization, UI consistency, and usability efforts. Contributed to UI style guide. Designed UI for database. Developed spreadsheet file format translator.

PUBLICATIONS AND PRESENTATIONS

Stacey Ashlund and Karen Horwitz, "Usability Improvements in Lotus cc:Mail for Windows," CHI'96 Design Briefing, Human Factors in Computing Systems, 1996.
http://www.zachary.com/ashlund/ccmail/sla1txt.htm

Stacey Ashlund and Steven Pemberton, "A Future for E-mail," CHI'96 Workshop, Human Factors in Computing Systems, 1996.

Stacey Ashlund and Kevin Mullet, "Designing High-Quality User Interfaces: Techniques for Producing Easy-to-Use Software," University of California, Berkeley Extension, 1993-1994.

Stacey Ashlund, Kevin Mullet, Austin Henderson, Erik Hollnagel, and Ted White, Editors, Proceedings of INTERCHI'93, Human Factors in Computing Systems, 1993.

Stacey Ashlund and Tom Spine. "User-Centered Design: Bridging the Gap Between Users and Widgets," Tutorial at Conference on X Windows and Distributed Computing, 1992.

Stacey Ashlund and Deborah Hix. "IDEAL: A Software Tool to Evaluate Interface Usability," Proceedings of the Human Factors Society 36th Annual Meeting, 1992.

Stacey Ashlund and Deborah Hix. "IDEAL: A Tool to Enable User-Centered Design," CHI'92 Short Paper, Human Factors in Computing Systems, 1992.

EDUCATION
Virginia Polytechnic Institute & State Univ., Blacksburg, VA — M.S. Computer Science, 1992

University of Illinois, Urbana-Champaign — B.S. Math and Computer Science, 1986

ASSOCIATONS
BayCHI - division of ACM SIGCHI (Special Interest Group on Computer Human Interaction)

REFERENCES
Available upon request.