

MARY LAN

USER EXPERIENCE PROFESSIONAL

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Results-oriented user experience professional with extensive background in creating solutions that deliver measured results for Fortune 500 companies. Effective at creating tactical solutions while aligning to strategic targets. Proficiencies in both front and back-end technologies and an understanding of business drivers enable effective communication to designers, developers, and stakeholders alike. Experienced in entire project life-cycle, agency oversight, and various user research methods. Recognized as an effective problem solver with excellent knowledge retention; skills include team leadership, requirements solicitation and analysis, strong design intuition, and detailed execution.

Areas of Expertise

UX Strategy • Wireframes (Visio) • Sitemaps • Task Flows • Site Navigation • Site Structure • Interface Design • Interaction Design • Prototyping (iRise, HTML, CSS, JavaScript) • Agile • Application Design • E-commerce • Design Patterns • Metrics Based Design • Requirements Solicitation & Analysis • Usability Analysis • Complex Problem Solving • Mentoring • Project Leadership

Professional Experience

DELL (Round Rock, TX) Jan 2009 – Present

Multinational technology corporation; second largest e-commerce site in the world; Fortune 500 company.

Senior User Experience Architect

Lead Dell.com and Dell properties design projects and mentor junior-to-mid UX architects. Create and maintain a consistent UI across all properties worldwide, maintaining patterns and templates that must scale globally to over 60 countries and work for 5 business segments. Experience in library asset management, UI framework interlock, project lifecycle process improvements, stakeholder reviews, usability testing, prototyping (HTML, CSS, JavaScript, JQuery), wireframing (Visio) and other documentation.

Highlights:

- Dell.com Canada was winner of 2010 Webby Award in IT/Hardware category.
- Dell.com Canada experienced 7% y/y increase in conversion, 22% increase in store conversion, 6% y/y increase in revenue, 2% growth in demand units and 3% growth in margin.
- Customer Ratings engagement up 300% since redesign.

NEUDESIC (Austin, TX) Oct 2008 - Dec 2008

Consulting agency specializing in Sharepoint development and Business Intelligence

Senior Information Architect

Led Harvard Alumni Association redesign for both public and administrative sites.

CITIGROUP (Jacksonville, FL) Mar 2007 - Nov 2008

Multinational financial corporation; world's largest financial network; Fortune 500 company.

Information Architect

Worked on major initiatives such as redesign of Citicards.com, Account Online, Balance Transfers, Online Collections, and Cash Advances. Utilized personas to create UI specs or iRise simulations, and led stakeholder and IT reviews.

Highlights:

- Balance Transfers abandonment rates before the redesign was 83%. Post redesign, analytics team reported a 50%(+) drop in

abandonment, which translates to ~\$2.38MM (based on original \$93/responder in 2007) increased revenue yearly that can be directly attributed to design improvements alone as variables such as rate, promotions, etc. were controlled.

- Total payments generated by new online experience for Collections (previously all offline) was ~\$990K/month for a single portfolio.

SELF-EMPLOYED 2003-2007

Freelance User Experience Consultant

- Wynn Resorts & Casinos through Acquity Group (Dec 2005): Conducted usability evaluation for Wynn ticketing site.
- United Healthcare through Cognizant Technologies (May 2004 - Nov 2004): Led design efforts for incentive compensation system (internal application). Responsible for leading business reviews and sign-offs. Developed front-end code, and created design and production style guide.
- Ameriquest Mortgage through Tavant Technologies (Apr 2003 - May 2004): Led design efforts for both loan servicing (default management) and loan origination enterprise solutions. Also designed B2B portal to Safeco Insurance for loss draft processing, templates for customer request management system, and contributed comps for Ameriquest.com consumer site redesign vision work.

NETWORK SERVICES (El Segundo, CA) Jul 2001 - May 2002
Telecommunications company

Web Designer / Developer

Designed and developed e-commerce site, B2B portal, and redesigned CMS UI.

SELF-EMPLOYED 2000-2001

Freelance User Experience Consultant

- Paradise Parties (2001 - 2006): Site design & development, SEO, graphic design (banners, etc.). Voted "Netscape Open Directory Cool Site" for Oct 2002. Featured in "Best of the Web 2002" under student travel category.
- American Express Bank (Sep 2000 - Jan 2001): Developed internal help desk application. Redesigned AEB Intranet. Worked on GUI for Java-based financial services application for AEB elite clientele. Created templates for international versions of American Express consumer site.

LIPPINCOTT, WILLIAMS, & WILKINS (New York, NY) 1999 – 2000
Multinational publishing company; largest medical publisher in the world

Senior Quality Assurance Specialist / Team Manager

Managed web production team responsible for publishing continuing education articles and courses for NursingCenter.com. Set content delivery standards and performed daily quality control check on code, content, and functionality. Developed tracking system for article and course publication that surfaced blocks, utilizing data to streamline process which resulted in approximately 30% lift in production.

Education / Certifications / Groups

Education

Jacksonville University 2007

Training & Certifications

Presenting Data and Information (Edward Tufte) 2011 • iRise Studio 2008 • Persona Development (Sapient) 2008

Groups & Affiliations

IXDA • Austin UX • Texas Interactive