

## Experience

---

### User Inspired

**Mountain View, CA**

*Founder and Principal, March 2008-present.*

- Provide qualitative user experience research services that help companies discover user insights to inspire innovation and strategy.
- Work closely with client teams to understand their business goals and research needs, and design research plans accordingly.
- Research services include: Ethnographic Field Studies, Contextual Inquiry, In-depth Interviews (IDIs), Usability Lab Studies, Paper Prototype (RITE) Studies, Participatory Design, Persona Development, Expert Evaluations, Task Analysis, and Diary Studies

### eBay

**San Jose, CA**

*Lead User Experience Researcher, March 2007-March 2008.*

- Lead qualitative research to explore the user experience of and develop strategy for new opportunities and acquisitions.
- Manage research vendors conducting unbranded research.
- Conduct data mining using Teradata SQL to support and validate qualitative research findings (supporting the entire User Experience Research team).
- Mentor other User Experience Researchers on methodology and research skills.

*Senior User Experience Researcher, December 2004-March 2007.*

- Planned, conducted, documented, and presented user experience research for a variety of projects including the following methodologies: cognitive walkthroughs, participatory design sessions, ethnographic field studies (domestic and international), usability lab studies, RITE studies, and phone interviews.
- Developed strategic research plans and leveraged research findings to guide teams in changing the product roadmap to meet users' needs.
- Pioneered holistic, multi-project research approach, encouraging collaboration among teams.
- Led persona creation for key projects.
- Mentored other User Experience Researchers on methodology and research moderation skills.
- Designed and led effort to create a participant recruiting system to track all User Experience Research participants, research, and reports.

### Yahoo!

**Sunnyvale, CA**

*User Experience Researcher, August 2002-December 2004.*

- Planned, conducted, documented, and presented user experience research for multiple communication products including Personals, Mail, Photos, and Groups.
- Employed a variety of research methodologies to meet teams' needs including ethnographic field studies, usability lab studies, RITE method, usability benchmarking, desirability studies, and surveys.
- Led global ethnography effort and conducted field studies in 6 countries to assist teams with identification of future product opportunities and direction.
- Developed global personas and worked closely with designers to improve user experience.

### Siebel Systems, Inc.

**San Mateo, CA**

*User Experience Engineer, July 2000-July 2002.*

- Conducted, documented, and presented usability lab studies, field studies, heuristic evaluations, and surveys for customer relationship management applications for windows-client, web-client, Palm OS, PocketPC, and wireless (WAP) platforms.
- Led usability and re-design efforts for all Sales-related applications.
- Created an online database for tracking core usability issues and design recommendations.
- Assisted in development and documentation of usability processes and templates.

### Excite@Home

**Redwood City, CA**

*Usability Lab Research Assistant May 2000.*

- Assisted with lab and field studies for Excite@Home broadband and narrowband web service products.
- Assisted with production of usability highlights videos.

### Interval Research

**Palo Alto, CA**

*Usability Engineer, April 2000.*

- Conducted concept and usability testing for new consumer products based on broadband technology.
- Assisted with user testing and focus groups.

## **IDEO Product Development**

**Evanston, IL**

*Summer Intern, Summer 1999.*

- Conducted product benchmarking, testing, and technology research for the design of a new portable humidifier/vaporizer.
- Assisted with ethnographic field studies and usability research.
- Participated in concept and technology brainstorming sessions.
- Built and tested concept prototypes.

## **IDEO Product Development**

**Palo Alto, CA**

*Research Assistant, Spring 1999.*

- Maintained the Techbox, a company-wide tool to facilitate knowledge management.
- Brainstormed designs for new physical embodiment of the Techbox.
- Maintained and updated Techbox Intranet web site.
- Brainstormed new business models for the Techbox.

## **Education**

---

### **Stanford University**

**Stanford, CA**

*Master of Science in Mechanical Engineering, Design Division, June 2000.*

*Coursework included:* Team-Based Design, Human-Computer Interaction Design, Work Space Design, Ambidextrous Thinking, Technology Venture Formation, Computers and Interfaces.

### **Massachusetts Institute of Technology**

**Cambridge, MA**

*Bachelor of Science in Mechanical Engineering, Concentration in Anthropology, June 1998.*

*Thesis:* Public Bathroom Re-Design.

## **Activities**

---

Member of BayCHI.

Member of Usability in Practice Committee for ACM SIGCHI 2002 Annual Conference.

Member of The National Engineering Honor Society, Tau Beta Pi.

Member of The Mechanical Engineering Honor Society, Pi Tau Sigma.

## **Patents**

---

Co-Inventor on Key Fob with Valet and Car Locator Feature patent in the U.S. (US6386007), Europe (EP1185754), Brazil (BR0011627), and the World Intellectual Property Organization (WO0077329). Co-Inventor on Fob Command Mechanism patent in Europe (EP1060963).

## **Skills**

---

Basic HTML, Dreamweaver, Photoshop, Teradata SQL.