

About the Author

Carolyn Snyder earned her experience in unusable interfaces the hard way—the first 10 years of her career were devoted to creating them, first as a software engineer and then as a project manager. After a decade spent face-down in the code, she discovered that there were real people out there who actually used those interfaces. And thus was a usability specialist born.

In 1993, Carolyn joined User Interface Engineering, a prominent U.S. usability consulting firm founded by Jared Spool, where she specialized in usability testing and paper prototyping. In 1999, she started Snyder Consulting (www.snyderconsulting.net) to focus on the work she loves most—the hands-on involvement with development teams that empowers them to make usable and successful products. Carolyn has worked with dozens of clients, ranging from Fortune 500 companies to start-ups. She also teaches seminars and writes articles about usability topics.

Carolyn has a BS in Computer Science from the University of Illinois and an MBA from the University of Chicago. She is co-author of two usability books: *Web Site Usability: A Designer's Guide* and *E-commerce User Experience*. In her spare time, she rides her pink and black tiger-striped Harley, reads sci-fi/fantasy novels, and volunteers at an animal shelter.