



Portfolio

Selected work of User Experience designer Christopher Avore

New York City Metropolitan area

Published January 2010

Resumé (recent significant work)

User Experience Strategist

Merck • 2009 - Present

Design and model a social interaction design strategy across Merck's enterprise portal, reaching over 100,000 global employees.

User Experience Design Consultant

Library of Congress • 2009

- Designed the structure and interaction models of multiple Library web properties, including faceted search and collection paradigms and page patterns.
- Interviewed and observed stakeholders and users to understand behavior and expectations.
- Evaluated the usability of existing Library properties and recommend changes.
- Developed a pattern and component library for consistent documentation and modular reuse among many designers, information architects, and others.

User Experience Design Consultant

Hillcrest Labs, Inc. • 2008-2009

Designed pointing-based user interfaces for television-based applications for the home. Deliverables included prototypes, mockups, and strategy documentation. Clients included Kodak, Amazon and Blockbuster.

Director, User Experience

Folio Investing, Inc. • 2008

Led the overall user experience strategy and interface design process, including information architecture, usability analyses, and code structure of the online brokerage's flagship web site folioinvesting.com.

User Experience Design Consultant

FINRA 2005-2007

Designed the user interface and developed HTML-based functional prototypes of task-centric web applications.

Responsible for user research, IA, interpreting business and technical requirements, use cases, wireframes, and documentation.

Education

UMBC

Graduate coursework:
Human Centered Computing,
2007-2008
GPA: 4.0

University of Maryland

Bachelor of Arts: English, 1998

Deliverables

- interaction & task flows
- functional prototypes
- wireframes
- concept models
- site & content maps
- CSS, JS, and images

Services

- UX strategy
- user interface design
- information architecture
- user research & analysis
- usability/heuristic analysis
- web site design

Selected Clients, 1999 – Today

General Public

- Brooklyn Museum* 2004
- Digital Sandbox 2009
- Folger Shakespeare Library* 2005
- National Geographic 2005, 2007
- PPM Lite 2008-2009
- Smithsonian Institution* 2004
- US News and World Report* 2005

Design Agencies

- Berman and Company 2004
- Brainstorm Creative Resources 2006-2009
- Brightline Media 2003-2004
- EightShapes LLC 2007
- EstcoNet 2005
- Link Studio 2003-2004
- Peak Two LLC 2009
- Queen Bee Design Studio 2007
- Ranablue LLC 2007
- Rabil + Bates Communication Design 2001
- Swim Design Consultants 2004-2006
- Vizual Communications 2007

Non-Profits and Associations

- American Chemical Society 2007-2008
- American Historical Association 2006
- Heritage Foundation 2002-2004
- Maryland Public Policy Institute 2002-2004
- National Breast Cancer Coalition 2009
- National Latino Council on Alcohol and Tobacco Prevention 2003

Government

- Library of Congress* 2009
- National Park Service* 2004-2005
- Nuclear Regulatory Commission* 2001
- Santee Cooper Power 1999-2003
- Tricare Military Health System* 2003-2004
- EDS 2004
- InfoReliance 2004-2005
- KEI Pearson 2003
- CACI 2009

Financial Services

- CC Pace 2007-2008
- FINRA (formerly NASD) 2005-2007
- Folio Investing 2008
- ProShares 2007, 2009

Interactive Television

- Hillcrest Labs 2008-2009

Healthcare & Pharmaceuticals

- Dupont* 2000
- Johns Hopkins* 2004
- Johnson & Johnson* 2000-2001
- Lippincott Williams & Wilkins 1999
- Merck 2009

Higher Education

- American College Personnel Association 2004
- American Council on Education 2004
- College Park Scholars Alumni Association 2003, 2005, 2007-2008, 2009
- Georgetown University 2006
- Interfolio 2007
- Middlebury College* 2005
- University of Maryland 2004, 2007, 2009

* denotes work completed as sub-contractor

A Few Comments

I believe one of the primary benefits to hiring a user experience designer is the ensuing exploration of the behavior, design problems, and usefulness of a product that ultimately lead to what's found in the following pages here.

We find the insight, the patterns, and the nuances of behavior and design decisions that aren't always evident in requirements documents or wireframes.

Consequently, the work in my portfolio is one of two things: it is either a finished product, or, it's a document to reflect or crystallize hours, days, or weeks of research and study.

My process is also tailored to the needs of each project and depends on countless factors, some of which are in my control and others that are not.

Most of the work found here is recent; showing screenshots of web design work from 2002 is neither helpful nor relevant to the work I pursue today.

In addition, much of the work here is simply a sample representation of what I often provide to better serve my clients. It's not an exhaustive library of everything I do for every project, gig, or job.

I also chose not to annotate much of the work here to provide lengthy descriptions summarizing what is painfully obvious or delving into what software I used to create the deliverable. I'll gladly go into such details over email, a phone call, or a face to face consultation when that time is appropriate.

Much of my strategy work is confidential and protected by intellectual property and non-disclosure agreements. But what is found here is a glimpse into how I work and what I produce, and hopefully will convince you and your company that I'm the right person for your project.

Work represented in this collection:

Site maps

Page Description Documents

Personas

Behavior Maps

Concept Models

Process/Task Flows

Sketch-based Storyboards

Paper Prototypes

User Interface Specifications

Usability Reports

Heuristic Reviews

Original High Fidelity Mockups

Web Site Design Screenshots

Wireframes

for the following clients:

Library of Congress 2009

Digital Sandbox and Peak Two, LLC 2009

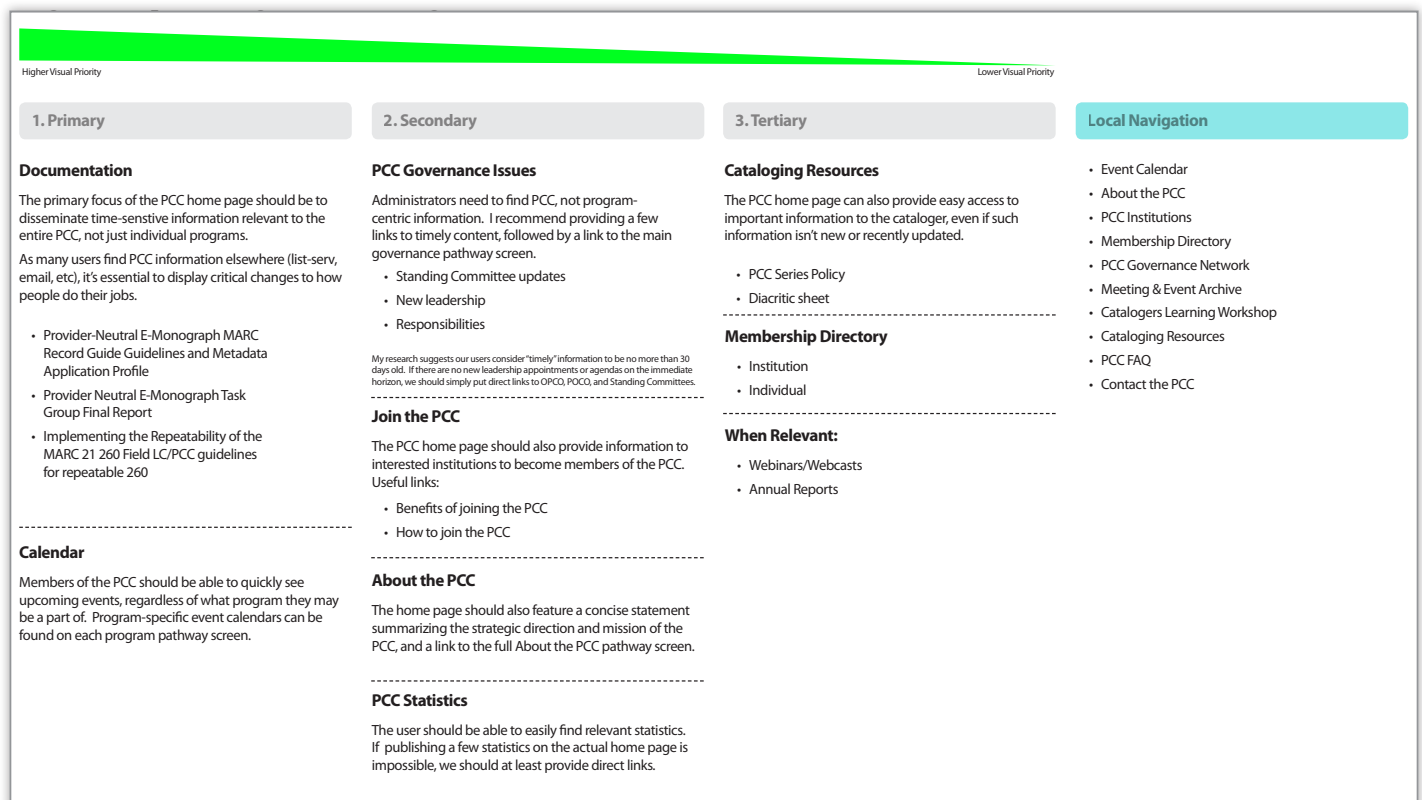
University of Maryland 2009

Hillcrest Labs, Inc. 2008-2009

FINRA 2005-2007

National Geographic & Eight Shapes LLC 2007

Site Maps and Page Description Documents



User Research: Personas and Behavior Maps

Primary Persona: Cataloger



Elizabeth Spencer



Elizabeth is a 54 year old cataloger at a major research institution's library . She works with three other catalogers but feels like she's short staffed. She's been cataloging as a member of NACO and CONSER within the PCC for over 12 years. She was named a NACO Liaison about three years ago. She uses a 5 year old PC with two 19" displays. Printed emails from the PCC and a diaretics cheat sheet are thumbtacked around her desk.

Primary Scenario

Elizabeth is at her desk going back and forth between cataloging a stack of books and a number of electronic records when she notices a name record with an open date for a 20th century author.

After confirming the record doesn't exist in Voyager, Elizabeth opens a browser window on her primary LCD monitor and moves Voyager to the other display.

Since Elizabeth hasn't used the PCC site in a few weeks and doesn't frequently encounter open death dates, she goes to her bookmarks to find the direct link to the NACO program's home page.

She's surprised to see the new, clean layout that prioritizes documentation and prominently features more FAQs and direct links to answers from specific, common questions.

Since the Personal Name question is fairly common, she clicks the link and immediately sees how to update the record, complete with a link to the documentation supporting the answer. In case she has any more related questions, she can click a link to related frequently asked questions as well, in the familiar long-screen format she's been using for years.

Secondary Scenario

As a CONSER representative, Elizabeth often needs to provide her supervisor with statistics that show how many records have been submitted to the database.

When Elizabeth opens her browser and uses her bookmark for the form where she provides the

Since the links only show content no more than 30 days old, most of the information is relevant to her since she doesn't regularly visit the PCC web sites or make her way to the PCC home page.

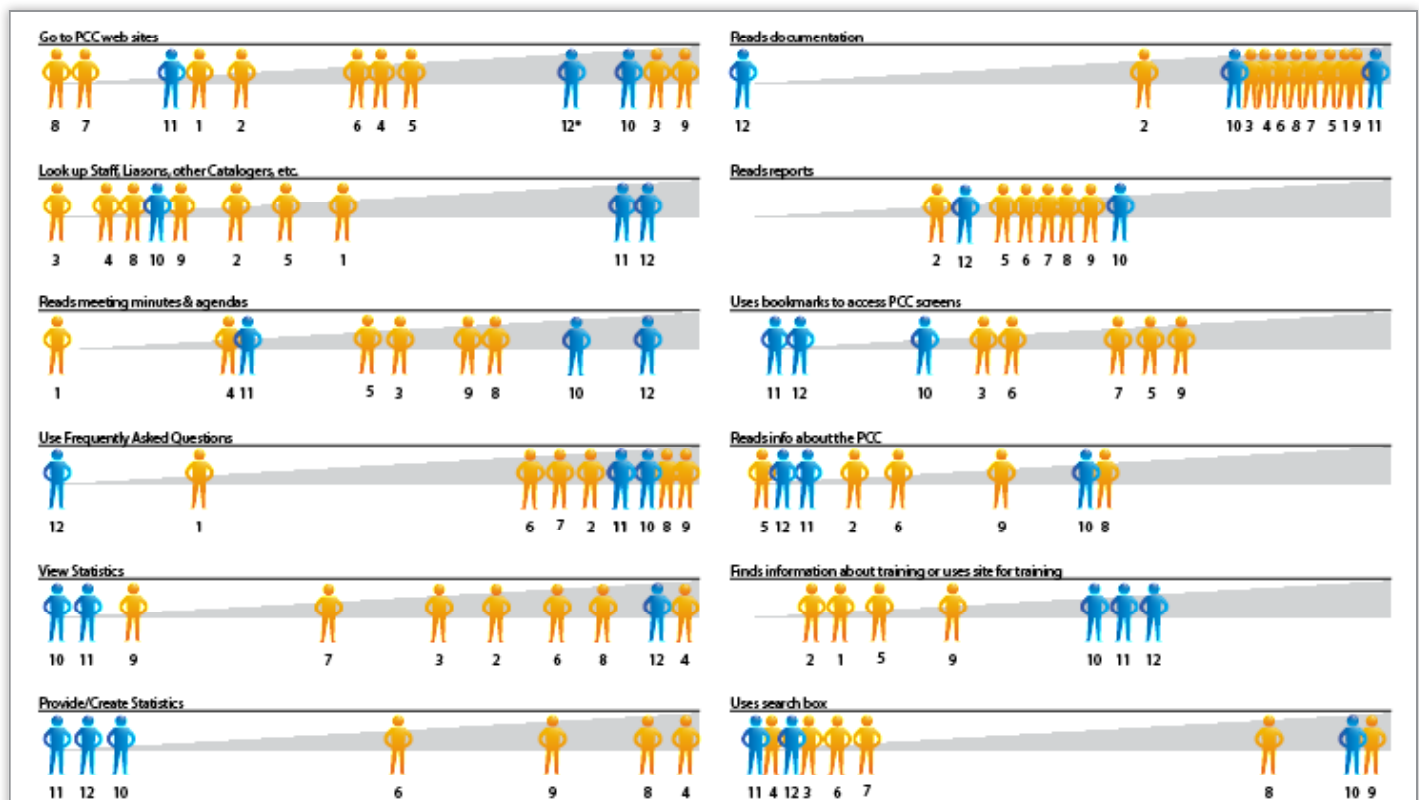
Elizabeth also notices there's no Clear button next to the submit button; she's relieved to see she

Goals

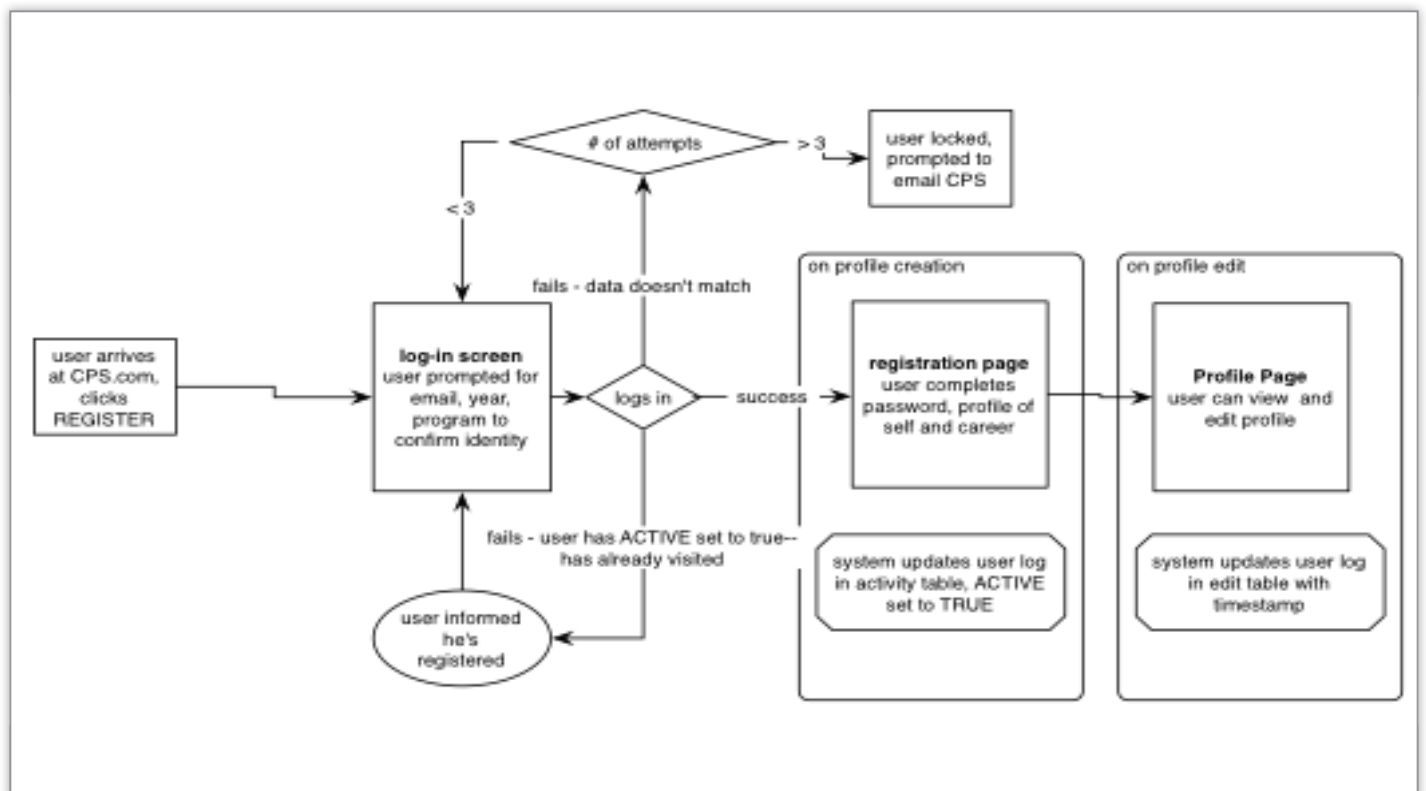
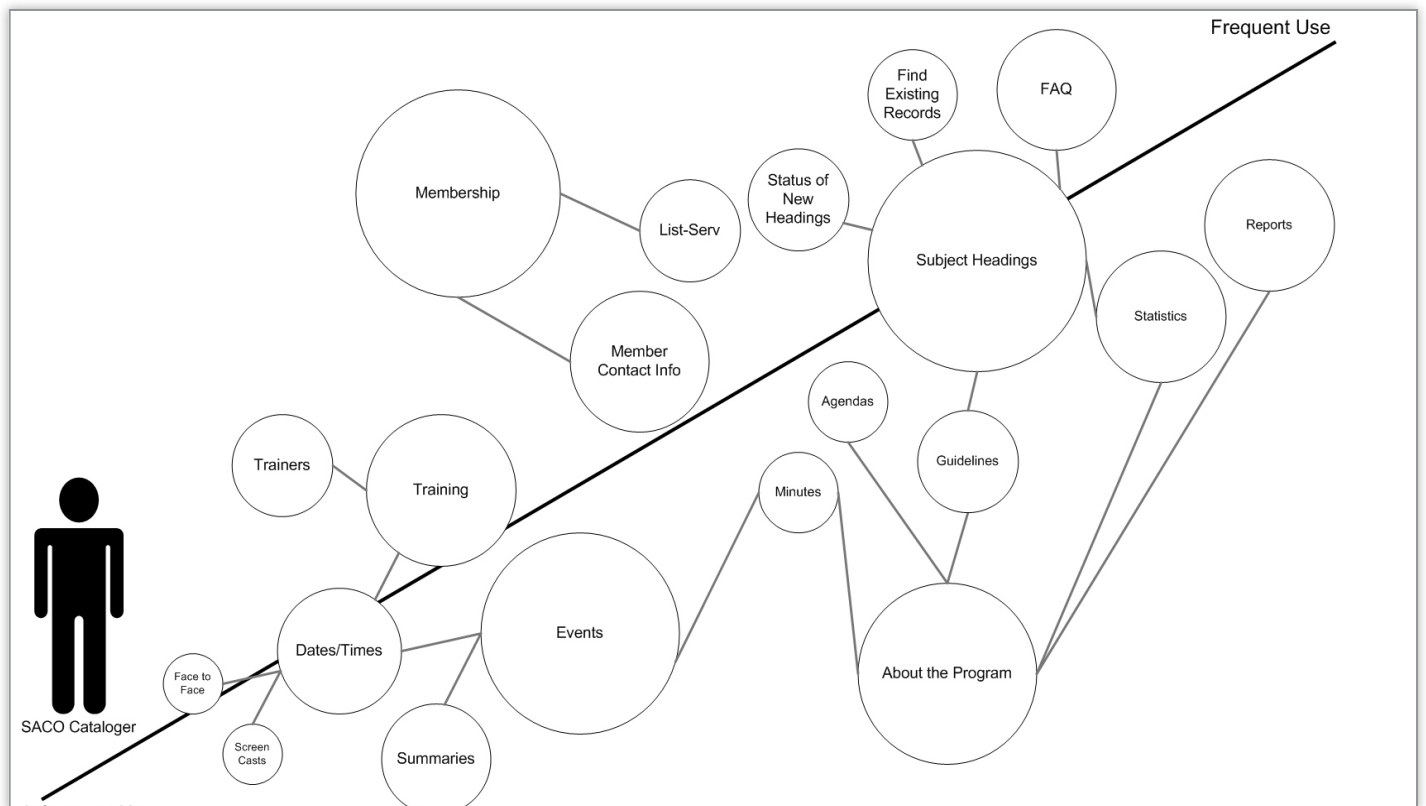
- Stay informed of cataloging rules
- Resolve cataloging questions
- Find event agendas and committee meeting minutes when she needs them

Pain Points

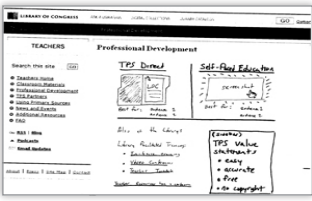
- Elizabeth was to wade through too many links to find what she's looking for
- Has to jump around from program to program to find common answers
- Different labeling from program to program makes Elizabeth stop to think where she'll find the content she needs
- Can't tell when new means new
- Difficult to learn what else is going on within the PCC



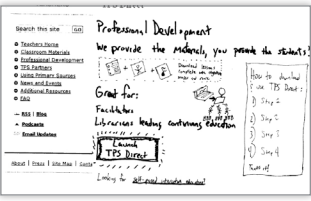
Concept Models and Process Flows



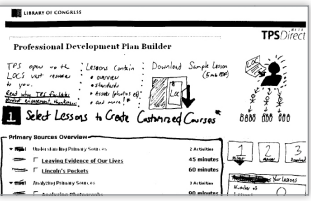
Sketch-based Storyboards and Paper Prototypes



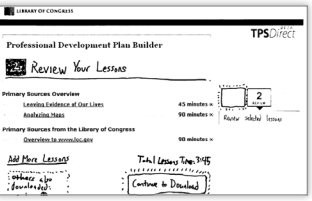
1 TPS Pathway Screen
User selects training at the Library of Congress facilities, self-paced interactive training, or facilitator led training.



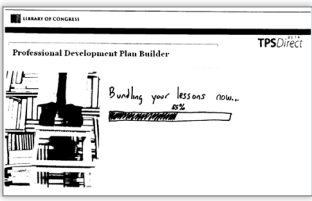
2 Facilitator Led Training
User selects facilitator led training and reads the benefits to using the free service.



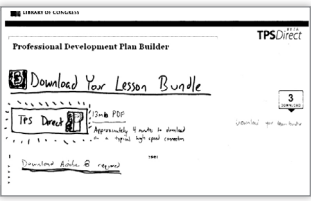
3 Select Lessons
User selects one or many lessons available.



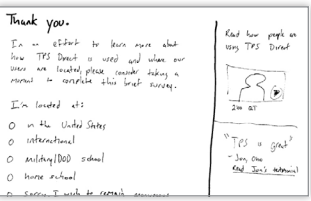
4 Review Lessons
System displays the selected lessons and provides a summary of the total time, file size, and recommends similar but unselected lessons.



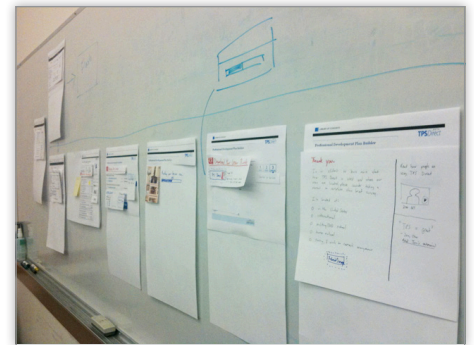
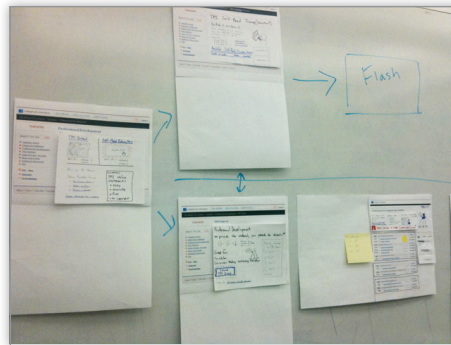
5 Bundle Lessons
System bundles the lesson artifacts, including photos, maps, music, and more.



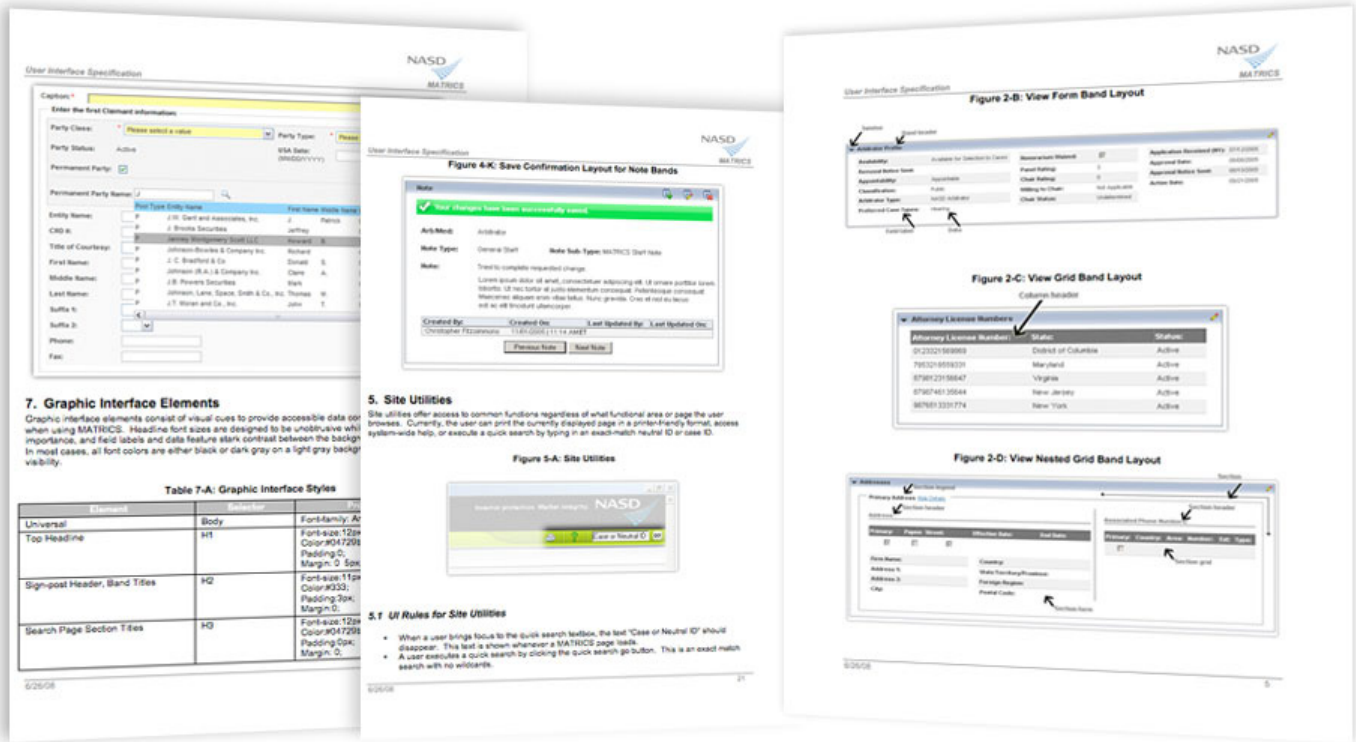
6 Download
User downloads the bundle when available.



7 Thanks, Survey
System thanks the user and asks for feedback from an anonymous survey; presents user with testimonials and ideas about how to implement lessons in the classroom.



UI Specifications and Usability Reports



News Information Labeling for Newsletters

- ❖ **Objective:** Identify and avoid confusion
- ❖ **Method:** Opened different types of newsletters
- ❖ **Observations:**
 - Participants were confused by the label "Use an Interactive", though they formed assumptions of what would be possible.
 - "In the News" is a recommended exercise to zero testing with qualitative

Observations: Environment Section Home Page

All participants were enthusiastic about the Environment Topics box.

Participants were confused by the label "Use an Interactive", though they formed assumptions of what would be possible.

Claudio wasn't clear what this icon meant.

Everyone understood what the Green Guide implied, and Christine was interested in calculating her carbon footprint after seeing it here.

How

up window icon. about potential

Icon A

Icon B

se of the icon

opens a new window" B.

opens new or expectations

chanisms.

Heuristic Reviews

The screenshot shows the 'Professional Development Plan Builder' interface. At the top is the 'LIBRARY OF CONGRESS' logo. Below it is the title 'Professional Development Plan Builder'. A section titled 'Download Your PD Plan' contains a congratulatory message and a link to 'TPS Direct.pdf' (12119 KB). To the right, there is a progress indicator with three steps: '1 SELECT', '2 REVIEW', and '3 DOWNLOAD'. Below the progress indicator is a blue button labeled 'Download Your Plan'. At the bottom, there is a section titled 'Participants who chose those activities also chose these:' followed by a list of links: 'Lincoln's Pockets', 'Analyzing Photographs', 'Analyzing Sheet Music', 'Analyzing Maps', 'Overview to www.loc.gov', 'Understanding Copyright', 'Understanding the Inquiry Process', and 'Primary Sources and Inquiry'. A 'Start Over' button is located at the bottom right of the main content area. Annotations with orange lines point to various elements: one points to the PDF link and file size, another to the 'Download Your Plan' button, a third to the list of related activities, and a fourth to the 'Start Over' button.

LIBRARY OF CONGRESS

TPS^{BETA}Direct

Professional Development Plan Builder

Download Your PD Plan

Congratulations on building a custom TPS Direct PD plan. You can use the activities and materials as is or integrate into an existing professional development program.

[\[TPS Direct.pdf\]](#) PDF, 12119 KB

1 SELECT 2 REVIEW 3 DOWNLOAD

Download Your Plan

Participants who chose those activities also chose these:

- ▶ [Lincoln's Pockets](#)
- ▶ [Analyzing Photographs](#)
- ▶ [Analyzing Sheet Music](#)
- ▶ [Analyzing Maps](#)
- ▶ [Overview to www.loc.gov](#)
- ▶ [Understanding Copyright](#)
- ▶ [Understanding the Inquiry Process](#)
- ▶ [Primary Sources and Inquiry](#)

Start Over

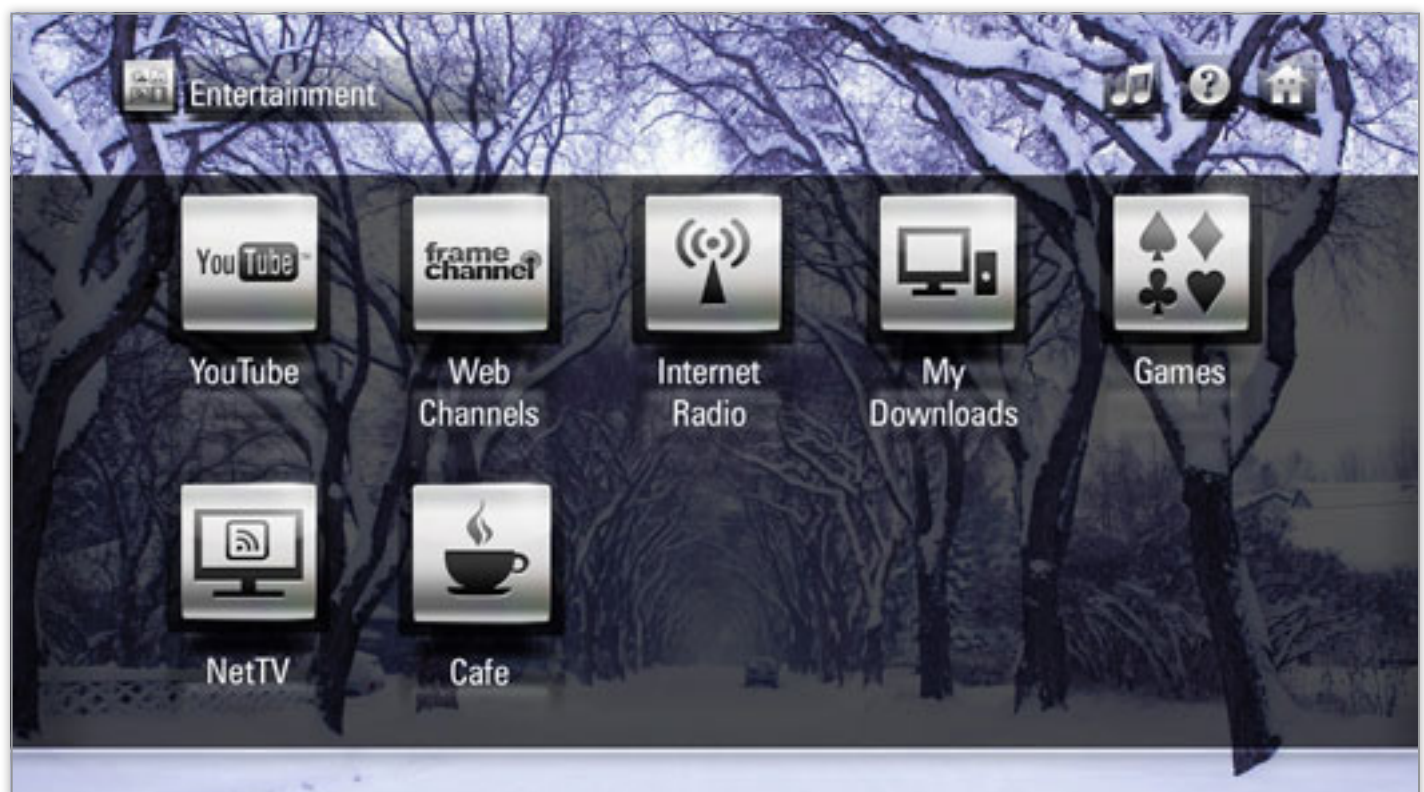
While the PDF file size is important, it would be easier to read if presented in MB instead of KB and if we approximated how long to download on a T1 pipe.

Likely mistaken for a button.

This is the outcome of the user's work: let's make it more prominent.

This would be very useful information in the preceding step.

Interactive Television Mock-Ups



Web Site Design




Web Site Design



Web Site Design



Wireframes

 LIBRARY OF CONGRESS

[ASK A LIBRARIAN](#) [DIGITAL COLLECTIONS](#) [LIBRARY CATALOG](#) [GO](#) [Options](#)

Program for Cooperative Cataloging

Name Authority Cooperative Program of the PCC

[return to NACO home](#)

Join NACO

Institution Name:

Street Address:

Address 2:

City:

State: ▼ **Zip Code (US):**

Country:

 ▼

MARC 21 Identification Code:

☐ Yes, additional other campus libraries will require NACO training.

OCLC Utility Symbol:

Does your institution use Cataloger's Desktop?


☐ Yes

☐ No

Type of Membership:

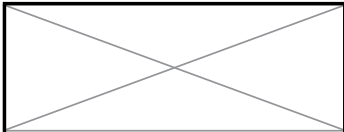
<input type="radio"/> Small Institutional Member	Small (state library, public library, college library, special library or libraries with unique collections, e.g., Mongolian language materials) Contribution goal: 100 records annually
<input type="radio"/> Large Institutional Member	Large (ARL, national library, vendor): Contribution goal: 200 records annually
<input type="radio"/> Funnel Member	Funnel (member of a multi-library NACO group): No contribution goal.

Wireframes

 LIBRARY OF CONGRESS

[ASK A LIBRARIAN](#) [DIGITAL COLLECTIONS](#) [LIBRARY CATALOG](#) [GO](#) [Options](#)

Program for Cooperative Cataloging

 [GO](#)

NACO

- [Documentation](#)
- [Meeting & Event Archive](#)
- [About NACO](#)
- [NACO News](#)
- [NACO Training](#)
- [Join NACO](#)
- [NACO FAQ](#)
- [NACO Institutions](#)
- [Contact NACO](#)

[Subscribe to the PCC List Serv](#)
[Download Adobe Reader 9](#)

Name Authority Cooperative Program of the PCC

[PCC Home](#) [NACO](#) [SACO](#) [BIBCO](#) [CONSER](#)

Documentation

- » [Search LC Web Catalog Authority Files](#)
- » [Search AMICUS](#)
- » [Verify Canadian Corporate Name Headings](#)

- » [GNIS: US locations](#)
- » [GeoNet: World locations \(no UK\)](#)
- » [Ordnance: UK locations](#)

- [Guidelines for reporting BFM for NACO](#)
- [DCM & LCRIs updates available from CDS](#)
- [Guide to NACO Review in Connexion](#)
- [Non-Latin Script References in Name Authority Records](#)
(Revised June 2009) [PPT; 706 KB - 24 slides]
- [Headings for Tribes Recognized by the U.S. Government](#)
- [Chapter 25--Uniform titles by Robert Ewald](#)
- [Alphabetic list of ambiguous entities](#)

Reports

- [Guidelines for the use of 7XXs in NACO Name Authority Records](#)
- [LC usage of new MARC 21 characters including instructions for NACO participants](#)
- [Responsibilities of independent members of the PCC](#)
- [Authority File Comparison Rules \(NACO Normalization\)](#)
- [NACO FTP or, how the NACO nodes work](#)
- [Records Issued by LC in an "IN-PROCESS" State](#)
- [CPSO announcement on Implementation of Change in Indicator Value for Multiple Surnames](#)
- [Pinyin Conversion Project homepage](#)

Guidelines

- [CPSO announcement on Implementation of Change in Indicator Value for Multiple Surnames](#)
- [Pinyin Conversion Project homepage](#)

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UX Show and Tell

I began organizing workshops where information architects, interaction designers, user experience professionals, and others could meet and share documentation in either draft or finished form.

To date, I've organized workshops in Baltimore, Washington DC, Philadelphia and New York City with groups ranging in size from 7 participants to 50.

In addition, the Interaction Design Association invited me to introduce the UX Show and Tell concept as an Activity at the Interaction 10 conference in Savannah Georgia in February 2010.

The premise of the workshop is simple: user experience designers use numerous and unique methods of documenting our strategies, recommendations, and conclusions to communicate with our clients, supervisors, and stakeholders.

Because let's face it: even the most involved practitioners of the UX community have few places to share work with other helpful colleagues in a face to face environment.

The workshops have attracted an engaging assortment of high-profile UX practitioners, junior and novice IAs and designers, and numerous industry veterans looking to see how other people conquer design problems and share insight into how future issues can be addressed.