

# JANETTE SHEW

Senior Information Architect,  
Experience Designer & Researcher

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## IA & User Research

- Usability testing
- User interviews
- Task analysis
- Surveys
- Personas
- Heuristic reviews
- Card & tree sorting
- Content analysis
- Competitive reviews
- Requirements & design thinking workshop facilitation

## IA & UX Design

- UX strategy development
- Process improvement
- Usability design
- User flows / journeys
- Interactive prototypes
- Responsive design
- Content management
- Requirements gathering & documentation
- Reports & presentations
- Lean and agile methodologies
- Familiarity with SEO principles

## Technical Skills

### Wireframe & Diagram Tools

- Axure, Omnigraffle, Visio

### Documents & Project Collaboration

- Microsoft Office, Google docs
- Confluence, Jira, Sharepoint

### Data, Coding, and Other Skills

- Google Analytics, Matomo
- SQL querying
- Familiarity with HTML, CSS, JavaScript, UNIX and more

## PROFESSIONAL BACKGROUND

### Senior Experience Designer & Information Architect (IA)

Publicis Sapient (*Digital business transformation consulting firm*)

Sept 2018 - Present

- Produced user-centered, **enterprise system interface designs** for federal agencies.
- **Created interactive prototypes** and **facilitated usability studies** to visualize future state application interfaces that **transform business processes**, enhance productivity and improve decision-making.
- **Designed content management system** to increase site usefulness for internal and external users.

### Senior User Experience (UX) Designer & IA

Design for Context (*IA/UX design consulting firm*)

May 2017 – July 2018

- Led **design thinking sessions, interviews, created wireframes, process diagrams, and navigation schemes**.
- Designed enterprise knowledge management systems, open source data verification service, responsive websites and applications.

### Senior UX Designer (Contractor)

United States Patents & Trademarks Office (*Federal agency*)

March 2016 – May 2017

- Collaborated with business stakeholders and developers on internal, **federal government enterprise applications** within an **agile** environment, balancing user needs, **508 requirements**, and technical capabilities.

### UX Designer / Senior Analyst

H2Wellness (*Health and wellness applications development company*)

April 2013 – January 2016

- **Led project discovery phase** to identify objectives, requirements, and UX needs.
- **Conducted usability studies** from end to end: user research, stakeholder interviews (1-on-1 and group sessions), card sorting.
- **Transformed project requirements and research into intelligent and intuitive UX designs**: user flows, desktop and mobile wireframes.

## UX Designer and Researcher (Freelance)

Clients included UCLA, IA Institute, Focus Features, AYSO Torrance

2010 - 2013

## Senior Business Systems Analyst / IT Project Manager (Contractor)

Farmers Insurance (*National auto insurance provider*)

November 2009 – April 2013

- **Provided project management (PM) and conducted business systems analysis** for distributed IT teams.
- **Led large, complex acquisition-related integration projects**, e.g. agents' quote generation portal.
- Wrote functional requirements and UX documentation, e.g. usability scripts, functional specifications, use cases, process diagrams, and status reports.

## Senior Business Systems Analyst

21st Century Insurance (*National auto insurance provider*)

April 2005 – November 2009

- Subject matter expert (SME) and functional **project lead** for the **service-oriented architecture (SOA)** group Enterprise Middle Tier Services (EMTS) and its 12 business-critical services.
- Collaborated with business and IT teams to define application strategy/vision and requirements, leading projects up to \$1.2M which involved multiple applications, rating engines and vendors.
- Performed **data analysis** using custom SQL queries, mainframe and XML logs.

## Additional Experience:

- **IA Summit 2018: "Going Global"**. Co-presenter on talk about the intersection of data, content, and the user interface in an international museum archive.
- **Service Jam, Los Angeles**: 2014 "Jammer" participant and 2015 Jam organizer
- **IA Institute**: Conducted user research to recommend website redesign opportunities (2011). Project managed the Translations Initiative (2007-2012)
- **Director of Events**, User Experience Professionals Association (UXPA), Los Angeles (2012-2013)
- **Visual Effects Producer** (1995-2002): Project managed film and television visual effects

## EDUCATION (HIGHLIGHTS)

- User Experience Research, Design, & Usability Certificate (Cal State Fullerton)
- Oracle 9i PL/SQL Developer Certification
- Database & computer programming certifications (University of California, Los Angeles - UCLA)
- B.A. Communication Studies (University of California at Santa Barbara - UCSB)