

MADELINE JANNOTTA

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EDUCATION

Cornell University

B.A. (2004-2208)

Information Science

College of Arts and Sciences, Ithaca, NY,

Major: Film Studies

Concentration: Computing &

New York University

M.S.

(2008 – 2010)

Program

Tisch School of the Arts, New York, NY,

Interactive Telecommunications

WORK EXPERIENCE

Sears Holdings Corporation (July 20120 - Present)

Sr. User Experience Researcher

- Responsible for carrying out research and usability studies for all the Sears Holdings Corporation and it's subsidiary properties.
- Serve as the sole research "lead" on all Sears hard-line products initiatives (Diehard, Craftsman, Kenmore, Auto, etc.)
- Responsible for the design of cross-platform usability tests, including (but not limited to) remote tests, lab sessions, ethnographic studies, card sorting, and focus groups.
- Responsible for composing "Expert Review" Documents as requested by key senior management stakeholders whenever necessary.
- Provide "Expert Recommendations" to visual designers, front end developers, engineers , etc., to help illustrate potential "problem areas" - be they visual, usability, taxonomy - that would benefit most from a closer alignment with current best practice standards.
- Required to switch seamlessly from B2B to B2C states of mind seamlessly at will and with ease, especially when user testing.
- Responsible for collecting all user testing data, parsing, compiling, and composing it into a deliverable report, which is then presented in person in front of project stakeholders.
- Follow up with past project stakeholders to check in with their project's status as well as to gauge the level to which they are or are not incorporating relevant usability findings.

Vitamin T / Aquent, Chicago IL - February 2012 – July 2012

UX "Expert", Expert Network

- Was inducted as one of the first members of "Expert" pilot program, in an attempt to provide Aquent Agents with a constantly accessible and vastly diverse knowledge base.
- Responsible for being on call 24-7 for all Aquent Agents should an obstacle specifically related to the field of UX present itself such that that he or she felt that my advice on the subject was warranted in order to proceed properly.
- Attended client calls and interviews, helped to assess UX talent, served as a "UX-translator"/liaison for Aquent agents when necessary.

Scripps Networks, New York, NY - April 2010 – August 2011

Usability Specialist; Usability Lab Director, Moderator, Strategist

- Established Scripps Networks' first ever in-house user research facility, where I singlehandedly oversaw all user test initiatives for all Scripps' digital properties, including Food Network.com, HGTV.com, Travel Channel.com, DIY network, Food.com, and many others.
- Duties included meetings with key project stakeholders, drafting of test protocols, screening participants, recruitment, scheduling, personally moderating all test sessions, professional analysis of key data and findings, as well as for drafting the final test report and presenting key findings to all relevant stakeholders.
- Performed influential Heuristic Evaluations or "User Experience Scorecards" for all Scripps sites, which identified critical pitfalls in user experience and provided suggestions for improvement based on "best practices" research.
- Provided wireframes, mockups, and clickable prototypes to Design staff.
- Provided usertesting research that was instrumental in influencing the successful redesign and measurable metric increase in traffic and engagement on of several of Scripps' major sites.

AOL, LLC. New York, New York - May 2009 - June 2010

User Interface Designer / Usability Researcher

- Established first ever successfully run in-house usability lab and was in charge of executing user testing initiatives for all AOL properties, managing all aspects of testing from conceptualization to finished product and final reporting to stakeholders.
- Set up and maintained the technical configuration of the lab, including installation of computer hardware and software, monitor configuration, eye tracking equipment, wireless networks, live video and audio feeds video camera operation, and footage editing.
- Used HTML and CSS skills to hand-code special test websites environments when control environments were needed for competitive analysis and testing.
- Drafted low fidelity wireframes, site flow diagrams, and information hierarchy diagrams in Visio.

- Served as the sole moderator of all usability test sessions run.
- Responsible for post-test data analysis, debrief, and draft of final presentation of key findings to be presented to key stakeholders.

New York University, Interactive Telecommunications Program New York, NY,
August 2008 – June 2010

Electronics Consultant and Equipment Room Technician

- In charge of running the University's Audio-Visual Equipment Room.
- Provided one-on-one consultations with students in need of assistance when configuring complex technological setups.
- Gained an in-depth knowledge of A/V equipment, nomenclature, and function.
- Maintained the School's online PHP database for long-term checkouts.

SPECIAL SKILLS

Eye tracking and Usability Testing: Fully proficient in operation of eye tracking hardware and software with an emphasis on the Tobii eye tracking hardware and software environment, as well as Morae usability software. Extensive experience running and moderating usability tests, eye tracking experiments and focus groups.

Programming: Experienced in HTML, CSS, PHP, JavaScript, ActionScript, and Processing languages. Knowledge of programming for mobile devices, including experience with Mobile Processing, Flash Lite, and Android platforms. Working Knowledge of Java and C.

Graphics and Animation: Skilled in all aspects of Adobe Creative Suite, with a special emphasis on Photoshop, Illustrator, and InDesign. Experienced with Omnigraffle, and Visio.

Physical Computing: Extensive experience with rapid prototyping and programming of hardware and robotics using the Arduino micro controller platform and Processing language environment. Trained in electrical engineering and hardware design.

Materials Training: Knowledge of fabrication and construction of objects using various materials, including but not limited to plastic, wood, plaster, rubber, wax, glass, metal, and stone. Familiarity with designing for custom laser cutting and etching.

Experience Design for Public Space: Knowledge of common practices when designing for public space, with first hand experience in the implementation and observation of the introduction of new interfaces in public space, including several months devoted to a thesis study of the effects of inanimate electronic objects with human characteristics imposed onto an animate space.

Video, Film & Sound Production: Extensive experience with editing and production for film and video, with an emphasis on post production using Final Cut Studio, After Effects, and Pro Tools.

Research and Academic Experience

Relevant Coursework

Human Perception with Application to Computer Graphics, Visual Perception, Advanced Human Computer Interaction, Advanced Programming for the Web, Introduction to Object Oriented Programming, Introduction to Computational Media, Visual Communication, Data Visualization, The Future of Television, The Future of the Infrastructure, Microsoft Design Expo 2009, Service Design for Public Space, Toy Design Workshop, Analog Circuits, Introduction to Physical Computing, Materials Science and Building Strategies, Social Media, Mobile Media.

Research Work

Cornell University – 2008

Johnson Art Museum Interactive Kiosk Project

- Developed unique interactive system in flash for installation in kiosks throughout the University's art museum to help inform and direct visitors
- Performed user testing on newly installed kiosks in order to monitor system success and efficiency.
- Analyzed test results in order to improve kiosk system

New York University, Tisch School of the Arts – 2010

“Cereballz” Thesis Project – Robotic Installation

- Designed, Developed and prototyped a unique set of robotic spheres to be used in a study of “physical user experience design” in which the balls communicated messages to their outside environment and to each other.
- Studied user's behavior and interaction with the balls, with the intention of understanding the relationship between inanimate objects and human emotion.
- Analyzed the results over several weeks of cover user testing, used the findings to write graduate thesis.

Addendum: Past UX Clients 2009 - Present

- AOL (portal page)
- AOL Music
- AOL Radio
- AOL Real Estate
- AOL Shopping
- AOL Sports
- AOL Black Voices
- AOL News
- AOL Stylist
- AOL Video
- AOL TV
- AOL Autos
- AOL Autoblog
- Cooking Channel - Photo Galleries
- Daily Finance
- [Food.com](#) - Recipe Pages
- [Food.com](#) - site audit
- Food Network - Recipe Pages
- Food Network - Video
- Food Network - Ad Units
- Food Network- Photo Galleries
- Food Network Mobile - In the Kitchen Application
- Games.com
- HGTV - Designer's Portfolio
- HGTV - Dreamhome
- HGTV - Photo Galleries
- HGTV - Event packages
- Kitchen Daily
- Moviefone
- PopEater
- Rented Spaces
- Shoutcast Radio
- Travel Chanel
- Winamp
- Social Bomb
- Federal Express
- Kardashian Jeans (Kmart)
- Sears Shop Your Way Mobile Application

- Sears Automotive
- Sears Local “Deal” Promo Module
- Sears –product “Bundles”

