Manage - teams of from 1 – 21 PMs, developers, designers, both on shore and off shore. Lead in several capacities, while building a wide variety of enterprise applications for more than 20 years.

Motivate – manage, provide leadership, and teach employees to perform to their level of excellence, grow in their careers, and collaborate with other disciplines in the business framework.

Understand - gain a deeper and wider understanding of software products, technologies, user motivations, market opportunities, and competitor products.

Envision - as a UX leader, work with product managers & executives, engineering (development & test), and with others to create a design vision that solves problems across a broad spectrum of users and corporations, to create new products.

Design – users first: guide research, design and development, use UX design, perform user research methods, from idea to launch, SDLC, for Fortune 500 firms.

Collaborate - rapidly iterate on UX designs based on user research & feedback, tech & time constraints. Drive UX Present and communicate across broad groups of stakeholders.

Create - guide development to implement delightful user experiences, through superb human-computer interaction design principles.

Linda M. Lane, BFA, MSIM
Information School
UNIVERSITY *of* WASHINGTON

User Focused
Global thinking
Multidisciplinary collaboration
Ethical leadership
Information Management
Empathy
Purpose driven entrepreneurship
Community building and mentoring
Divergent thinking

University of Washington, Master of Science in Information Management, Minor in Human Centered Design

Cornish College of the Arts, BFA in Fine Art

Adobe Suite Photoshop, Balsamiq, Figma, Zeplin, Axure, Slack, Visual Studio, notepad, HTML / CSS scripting Microsoft Teams, Microsoft Office Social networks, SEO, SDLC - Agile, Waterfall, Illustration, photography Writing & creating content, Windows, Mac, UNIX, command line interfaces.

Hero image shown created in PowerPoint.

LINDA M. LANE
BFA, MSIM
Sometimes I discover good ideas.

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https://www.linkedin.com/in/lindalane/

Portfolio - https://www.wonderlane.com/

Manage & mentor – empower teams of up to 21 researchers, designers, product/program managers, developers, both on shore and off-shore. Lead in several capacities, while building a wide variety of enterprise applications for more than 10 years, senior user researcher, sr. program manager, sr. UX designer, writer/photographer.

- Understand – research to gain a deeper and wider understanding of software products, technologies, user motivations, market opportunities, and competitor products.

- Envision - as a UX leader, work with product managers & executives, engineering (development & test), and with others to create a design vision that solves problems across a broad spectrum of users and corporations, to create new products.

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- Create - guide development to implement delightful user experiences, through superb human-computer interaction design principles.

- Motivate – manage, provide leadership, and teach employees to perform to their level of excellence, grow in their careers, and collaborate with other business disciplines.

⁺ Manage and lead multiple 1-4 UX/UI research &design teams onshore and offshore for 6 years at Infosys
⁺ Train executives, developers, test, PMs, support teams on Design Thinking to improve UX/UX
⁺ Microsoft Award for Excellence in training support engineers, bi-platform OS / desktop apps
⁺ Manage 21 developer / test / PM consultant team for Microsoft Windows security
⁺ Manage a 4-11-person research, design and develop team for SAP / Intel eCommerce startup
⁺ Manage On-the-Bench developers, testers, PMs for IT recruiting and consulting firm
⁺ User Research and design using Office & Adobe Products for creation and editing of images & video, Photoshop, Illustrator. (Excel, PowerPoint, Visio, Word), various wireframing apps, such as Figma, Axure, SDLC - TFS, Visual Studio, Lean/Agile, Waterfall, etc.

WORKED WITH

Amazon	Costco	North Music Group, Inc
Bank of America	HCL	Oracle
Boeing	Intel	Seattle Tax and Accounting
Capital360 Bank	Juniper Networks	CPA's, PLLC
Comcast NBC Universal	LAUSD	Visa
	Microsoft	WA & AK State Gov
	Motorola Solutions	

Product innovation strategy, research, design, writing includes experience in -
• Performance rights registration & royalty payments
• Cloud security
• Portals, for partners and customers
• Dashboards
• Education

• Enterprise architecture
• 4 global sales forecasting apps $100B+ USD
• Mobile / responsive apps
• Roadmap
• Business intelligence database
• High end credit card registration and activation
• Windows product activation, security, & anti-piracy

- Social media; groups and members directory
- Streaming media, audio & video
- Planning, UML
- CRM and ERP
- Knowledge base management
- Telecommunication
- Research; public education attendance & data visualization
- Information design
- Automated testing software
- Ecommerce
- Vehicle reservation and ticketing
- Server Notifiers
- Desktop applications
- Pre-sales presentations, staff training
- Marketing & branding
- Social media
- Customer identity
- Cell technology

- Insurance applications
- Education sites
- Geo-location
- Wrote Code of Conduct, Terms of Use
- Order management and processing
- Employee purchase plan / home use plan
- Federated search
- Software services
- Admin toolkit & controls
- Support software – incident tracking
- Broadcasting and cable television
- Gamification
- AI data bot
- Wizards & process design
- Content Design and creation
- Write business processes and design infographics, icons, create presentations, learning materials

UX SITES or APPs RESEARCH AND DESIGN AND ADVISED ON INCLUDE:

https://microsoft.com/intranet/ Azure Business Policy Docs SharePoint site

https://docs.oracle.com/cd/E84502_01/learnjde/ Oracle Learn JDE

https://www.intel.com/content/www/us/en/healthcare-it/solutions/infographics/all-in-one-day-medicine-infographic.html Intel Cloud security application design (B2B app) for cancer research project

https://www.motorolasolutions.com/en_us/managed-support-services.html and internal apps

https://www.visa.com/ VISA Signature Card interface and app design, Visa intranet site

https://www.boeing.com/ Boeing's Enterprise Architecture site, several apps, iRoadmap

https://www.costco.com Two 5-year IT plan designs for Costco

https://partner.microsoft.com/en-US/ 4 MS Sales Applications, including mobile

https://www.microsofthup.com/hupus/en-US/hup Microsoft ecommerce app

Managed design support team for a long list of ecommerce sites, conceives and articulate design solutions by mapping a customer's business problem to an extensible and usable information architecture.

EXPERIENCE

Jan 2019 – Current

USER RESEARCH & UX / UI DESIGN CONSULTANT & TECHNICAL EDITOR for multiple clients
WONDERLANE STUDIOS

Research, wireframe, and design an international rights management and royalty payments SaaS application For North Music Group, an enterprise level music supervision company that licenses, collects and distributes public performance royalties. For songwriter, lyrists, composers, performers, and producers, it will handle music publishing rights and royalty administration, stream licensing, YouTube ad revenue, and payments distribution worldwide from different music societies (ASCAP, BMI, SESAC, etc.) bank accounts, direct accounts, checks, PayPal, etc. Choose UI elements, logo, etc. Balsamiq, Figma, Zeplin, Slack, & Adobe Suite.

Advise Oracle marketing manager (USA) and development lead (India); teach design thinking, research for SEO/Search design, marketing via learning paths, writing for the Web, social, UX / UI content, executive site renovation reviews. Advise on the redesign, content, information architecture, and research the user experience on core JD Edwards integrated applications suite of comprehensive enterprise resource planning, software product learning site for users of enterprise applications. Wireframing, use cases, SEO.

Perform in-depth research interviews, write and document Microsoft Azure Business Management team's policy. Describe workflows, illustrate processes with infographics. Collect two playbook requirements for Africa launch (see 2 days of variations stripped of content - https://www.wonderlane.com/variations). Create illustrations, design, write 5 presentations for global use. Design and render logos/product identities. Make content suggestions and edit or create content for sites. Recommended AI replace some business processes.

Aug 2018 – Jan 2019

MANAGING RESEARCH CONSULTANT – UX DESIGN, HCL AMERICA, SAP

Research and create a new HCL intranet site design, create new sales presentation materials on human-centered design with a small team. Draft content. Illuminate in discussions internal sites and sales proposals with business / sr. sales PMs.

Apr 2012 – Dec 2017

PRINCIPAL – RESEARCH & DESIGN EXPERIENCE (UX), DIGITAL / ENGINEERING, INFOSYS

Led user experience design for 12 large Fortune 50 – Fortune 500 clients, led multidisciplinary teams through business analysis process in user research to document and design applications, managed offshore and onshore teams.

Use human-centered design thinking, heuristic analysis, user interviews, affinity diagrams, wireframes, card sorting, and visualization to create new applications, update older apps, and offer alternative business solutions to effective fun design in corporate and government environments. UX for mobile. B2B B2C SaaS UX / UI via Lean / Agile methods.

Research design wireframes workflows, best practices for UX design of bug tracking & interaction center software networking, 5-year IT growth plan. Created banking application tool designs, logos and product identity. Presented designs for consensus between technical and non-technical executives. Strategized successfully with technical lead for management team 8-million-dollar investment in backend security to

protect significant market share based on designs. Taught UX / UI to developers, PMs, and offshore designers. Wrote use cases. Taught UCD to clients on request.

+ Versant with Adobe Suite, Office Suite, Axure, wireframing tools, writing for the Web, social networks, HTML, CSS, Jscript and database experience. Mental mapping of logic applied to security designs.

FEB 2011 – JUN 2011

USER EXPERIENCE RESEARCHER, MICROSOFT BUSINESS SERVICES CONSULTANT

Research and design user interface for business deal preparation to contract fulfillment / engagement processes, gather and communicate requirements with internal customers for sales deals with external customers, test (UAT) application to document avenues for improvement, design them and iterate on new UI and data revs.

JUL 2010 – DEC 2010

USER EXPERIENCE ARCHITECT, AMAZON BUSINESS INTELLIGENCE CONSULTANT

Designed internal business intelligence database user interface - which handles all of sales and click stream data; petabytes of data supporting approximately 6 thousand internal users. Advise on rebranding and education and documentation issues. Designed unit logo, write end user surveys, and use feedback to modify designs. Design wizard-like user flows for 3rd party product sellers.

DEC 2009 – APR 2010

USER RESEARCHER & EXPERIENCE ARCHITECT, MICROSOFT BUSINESS SERVICES CONSULTANT

Updated Microsoft Partner program from older corporate to corporate model to a social network model based on my ideas. Redesigning the Microsoft Partner Network Portal. The new system focused on the individual user with a new profile and personalization strategy, with a simple clean design.

Dec 2005 – Dec 2010

RESEARCH DESIGN SOCIAL NETWORKS CONSULTANT, MICROSOFT NETWORKS (MSN) & ECOMMERCE

Helped PM Linda Criddle, author of "Look Both Ways" establish a safety and security team at Microsoft by securing $1 million USD in initial funding to advocate safer software for children and at-risk individuals. Co-authored Microsoft Conditions of Use for social networks. Provided marketing ideas to support rock concerts to Harvard educated product manager of social networking. Advocated expanding sign-in credentials from other trusted companies. Worked on other deprecated or rebranded software. Designed ecommerce software and spec'd and edited user interface design.

Prior jobs

USER RESEARCHER DESIGN EXPERIENCE PM, SOFTWARE APPLICATION & WEB PRODUCT MANAGER

Prior to this I worked as a User Interface Designer and software Researcher & Product Manager / Program Manager at Microsoft managing researching, designing, building web-based and application software.

Reimagined the Partners Program site based on persona-based research as a social network site with single sign on using credentials of the user's choice, and making available certification credentials to individuals, reshaping Microsoft's b2b site into a b2c site.

Moved ecommerce fulfillment offshore to Costa Rica based on my idea teamed up with MS PM Pete Selden, which now earns Microsoft tens of millions USD per year.

HTTP://WWW.WONDERLANE.COM

Link to Research Methodologies documenting research processes I have used in developing applications and websites. Or navigate to the Methodology doc from this page https://www.wonderlane.com/ux-methodology

45 million page views of my free tagged photography: https://www.flickr.com/photos/wonderlane/

User Research Methods Overview

There are about 20 basic methods of user research that generally fall into Qualitative vs Quantitative dimensions, and attitudinal or behavioral.

Qualitative methods gather research about behaviors / attitudes directly – like User Interviews.

Quantitative methods gather research through indirect methods, analysis & surveys – like Clickstream Analysis or A/B Testing.

Testing provides differences between what people say they want and what they actually choose when presented with a choice –

- Attitudinal
- Behavioral

Qualitative research techniques are better at why or how to fix problems, and feeling level issues, while *Quantitative* research is better at how many and how much – analysis boils down to math.

QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE

BEHAVIORAL — WHAT PEOPLE DO

WHY & HOW TO FIX — HOW MANY & HOW MUCH

ATTITUDINAL — WHAT PEOPLE SAY

QUALITATIVE (DIRECT)   © 2014 Christian Rohrer   QUANTITATIVE (INDIRECT)

What is important is deciding what the development and design team needs to know to create a better product, and the need helps determine which kinds of testing to perform.

Product user testing I find to be the most exciting because you can hear and see actual users interacting with it. There are 4 classic forms, which I learned from doing user testing with my friend Kelly Franznick, the truly kind co-founder of Blink in Seattle, Washington.

Patient, calm, cool, observant, a natural born teacher, Kelly explained "how and why" as he formally tested a Fortune 50 firms product design that I knew needed redesign – but not only for the reasons I already understood.
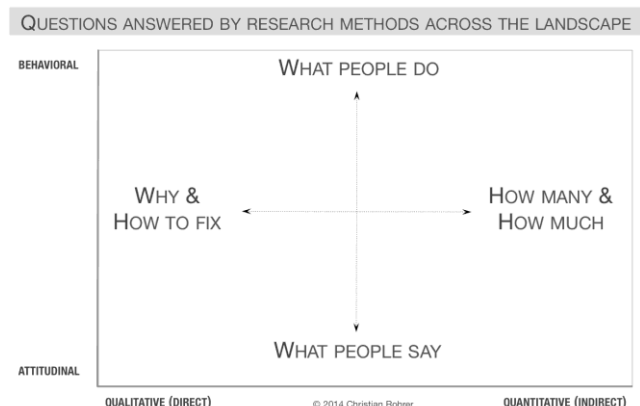
Later he showed me more of his techniques while we were testing a brand-new application for a large insurance firm. The PMs, designers, developers and companies all profited from Blinks usability testing, but I feel I benefited the most.

Of the 20 basic types of user research methods I have performed the following 14 types:

1. Usability-Lab Studies
2. Ethnographic Field Studies
3. Participatory Design
4. Focus Groups
5. Interviews
6. Usability Benchmarking
7. Moderated Remote Usability Studies - globally
8. Concept Testing
9. Customer Feedback
10. Desirability Studies
11. Card Sorting
12. Clickstream Analysis
13. A/B Testing (aka "multivariate testing")
14. Email Surveys (or via Survey Monkey)

From a List of 20 Basic Types of Research Methods from
https://www.nngroup.com/articles/which-ux-research-methods/

UX Research Testing performed for the following organizations

Amazon	Costco	Motorola Solutions
Bank of America	Intel	Premera Blue Cross
Boeing	Juniper Networks	State of Washington
Capital360 Bank	LAUSD	University of Washington
Comcast NBC Universal	Microsoft	Visa

Processes

Research

Gather Product Requirements

Collect and Document Stakeholder Needs

Metrics -

request metrics collection be established

test metric collection efforts

analyze metric collection results

Surveys –

write survey questions

announce and give surveys

collect and analyze survey input

collect and collate user surveys conducted in person

design email polls

interpret user input and move it into user journey map

perform statistical analysis

cluster qualitative studies

review clusters

Interviews –

conduct contextual inquiry to see and document what users do

conduct and attend bi-weekly meetings

collect feedback and input on designs

from stakeholders across the globe

including night or early morning hours

interview client stakeholders via video conferencing

collect user feedback on versions

organize and conduct stakeholder interviews

do phone and in-person interviews

Roles –

plan and create personas

implement reviews based on personas

do ethnography data collection and analysis

perform heuristic analysis

- optimality
- completeness
- accuracy/precision
- timeliness

write user stories

research corporate needs from existing documentation

conduct card sorting meetings

create experience maps

create empathy maps

document service blueprint needs and processes

create portal to display database information and all related IT based on interviews

advise on web-based ADA-compliance

Test, Analysis, Advise

Test

plan user acceptance testing

advise on unit testing

conduct remote user testing around the world simultaneously

collect benchmarking results

Bugs

configure bug reporting software

test & report bugs

review and stack rank bugs assign values

analyze bugs

guide regarding global test planning

Search

test search

advise on changing search output

Security

advise on Web and mobile application security

advise on spending to preclude security issues

research and hire security test team

review test team results

Choose Features

design and conduct A/B multivariate testing

analyze and advise on product features

stack rank product requests and requirements

stack rank features

set strategic goals in a variety of settings and needs

edit application specification documents

perform market analysis

advise on and revise technical specifications

Manage -

Act as UX facilitator and advisor -

create communication preferences list

communicate status with clients

lead scrum and stand ups

act as stand up lead for agile meetings

plan environmental (server) timing

review service level agreements

request support of SLA agreements

Manage Teams

evaluate resumes

interview job candidates

hire candidates

review employees

move employees to other jobs based on enhanced skills

Instruction

make presentations

train employees to make sales presentations

train people how to interview

Teach

UX / UI design to developers / PMs / junior designers / managers

information architecture to students

color theory

empathy and compassion theories

marketing techniques and how to research them for analytics

security issues

Review and Invent New Research & Design Techniques -

Stay up to date with new techniques, or speak on them

read sites and published research

Be open to new possibilities

take classes, attend conferences

social networks, attend meetups

Puget Sound SIGCHI, UX Book Club, UX Professionals Association, etc.

Research & Design

Use results of research observations and artifacts documentation create designs

Update existing software designs based on user surveys and input from interviews, written feedback and test

Information architecture -

- structure information architecture
- create information architecture frameworks
- wireframe information architecture
- seek feedback on IA
- integrate IA with lo-fidelity wireframes
- integrate IA with Search
  - test, iterate
  - seek user feedback on
    - usability, findability. clarity

create hi and low fidelity wireframes

create prototypes in a variety of visual software

create designs for information graphics

script text display

research image and text display methods

imagine original design ideas

utilize scripting and coding capabilities to support design methods in new ways

conduct design critiques and postmortems

document and post artifacts to group site

localize websites

Product identity and marketing

- design product identifiers
- create logos
- choose color palette
- strategize and define visual feeling, select photos
  - draft content
  - strategize marketing

Design Examples   https://www.wonderlane.com

ecommerce platforms   cloud security

order specification end-to-end recycling

lifecycle of secure handheld devices

early warning web based / smart watch compatible notification system for servers	roadmap planning software corporate intranet sites
engaging digital workplaces	visual coding software
partner portal	bug tracking software
design federated search	high end credit card user dashboard &
advise on development of database	support request specifications
output design	online help support
	attendance system

Please read more details below:

Vertical Domains

I've done consulting & product / program management in user experience product innovation strategy, research, content, marketing, design for Cloud security

Portals, for partners and customers

Dashboards

Education and Intranet site design

Enterprise architecture

4 global sales forecasting apps $93B+ USD

Mobile / responsive apps

Roadmap

Business intelligence database

High end credit card registration and activation

Windows product activation, security, & anti-piracy

Social media; groups and members directory

Planning, UML

CRM and ERP

eBook

Knowledge base management

Telecommunication

Research; public education attendance and data visualization

Information design

Gamification

AI data bot

Search | SEO | Federated search software services

Ecommerce

Spec'd and designed ecommerce applications for Microsoft and Amazon

Managed teams creating approx. 50 ecommerce sites from 1999 – onwards\Marketing & branding

Social media; groups and members directory

Streaming media, audio & video

Customer identity

Cell technology

Pre-sales presentations, staff training

Vehicle reservation and ticketing

Server Notifiers

Desktop applications

Insurance applications

Geo-location

Technical Writing; code of conduct, terms of use

Order management and processing

Employee purchase plan / home use plan

Admin toolkit & controls

Support software – incident tracking

Broadcasting and cable television

SDLC Systems Development Life Cycle Process

UX and Product Design Methodologies

Discovery	Gather requirements	Usability Review
Communication preferences	Heuristic Evaluation	Competitive Analysis

Stakeholder Interviews

User Interviews

Business process review

Document requirements

Competitive intelligence

Market research

Design

Personas

Scenarios

Wireframes

User Journey Map

Information Architecture

Interaction Design

Visual Design

Security Plans / Reviews

Marketing plans

Release Timing

Recommendations

Sign offs

Develop

Create Design Assets

Low Fidelity designs

High Fidelity designs

Final Designs

Visual Designs

Style Guides

Mockups

Marketing materials

Sales materials

Writing for the Web, marketing and sales writing

Design product identities

Design logos

Hand Off

Deploy

Usability Testing Design

Preference test logo designs

Verification

Design Review

Approval

Go Live

Iterate / Repeat

Postmortem

Bug Review

Usability Testing

A/B Testing

Collect and analyze customer feedback

Analyze metrics

Iterative design planning

Governance

Store tagged project documents

Plan next sprint, phase, or version

One of the largest issues in design is defending ideas and supporting research as required as an investment in product design. Learning is the chief skill to pursue.

Hope this information is helpful, thank you,

-Linda

L. M. Lane, BFA MSIM
Human Centered Research and UX Design Manager

Bachelor of Fine Arts in Fine Art, Cornish
Master of Science in Information Management, University of Washington

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