

UX Product Design for a SaaS software design – using Balsamiq, Font Awesome, Figma, Slack, Adobe Photoshop, Microsoft Office and other products to design.

The product is a creative works rights (CWR) asset management suite for performance rights that streamlines the complex business operations.

Designed for music publishers, record labels, production music libraries and business managers.

My strategy advice includes expanding this application as a plugin and to music industry creatives to register, track, and profit from their own works. Manage other designers / front end developers & prototypers.

Edited and created design of investment \$2 million seed round proposal, for target audience of bankers.

Directing, designing, and building software, starting at Microsoft.

Designed -
Microsoft Partners Portal
Microsoft eCommerce OM
Relocated fulfillment to Costa Rica
PM Microsoft Windows Security

Figure 1 Highly flexible innovative interaction design for song registration SaaS application

AAS, expected 2021**Highline Community College, Web Database Developer / Web Design**

HTML5 and CSS 3

Database Technologies (MySQL)

Web Programming (PHP, Ajax)

JavaScript and jQuery

Content Management Systems (WordPress)

Mobile App Development

Agile Software Development, Versioning, and Project Management

Front end & back end programming

Debugging and testing

Animation

MSIM, 2013**University of Washington, Master of Science in Information Management**

Microsoft Alumni Network

Representative Educational Technology Faculty

Council UW 2006

UW Architectural Commission 2006-2007

The Information Management Framework

Design Methods for Interaction and Systems (HCI, UI, UX)

Human Aspects of Information Systems

Organization of Information Resources (Metadata, Information Architecture)

Management of Information Organizations (Business Management)

User Interface Design & Privacy—Independent Study: TA Informatics

Information Services and Resources (Program, Product management)

Principles of Database and Semi-Structured Data Systems (XML, RDB)

Principles of Law, Policy, and Ethics in Information Management

User-Centered Design Processes

Research Theory and Application in Technical Communication (Statistics)

Stakeholders, Information, and Technology

Capstone: The Fruit and Path, Tagging, Folksonomies, metadata for photos, photography exhibit, SEO

(Search Engine Optimization)

California State, Sacramento**BFA, Cornish Arts College, Seattle****University of Alaska, Anchorage**

LINDA M. LANE

UX

Sometimes I discover good ideas.

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Cross functional platforms, backend design, IT applications, proven Product Management and leadership expertise, experience in design and user research and product planning experience with demonstrated skill in collecting and analyzing human behavioral data, identify foundational human needs and influence product strategy to improve the way users experience, and feel about global products, Create holistic, relevant, impactful research plans that provides broad market views and deep customer insights needed to define user journeys/customer scenarios, collaborate with researchers and data scientists to derive insights from telemetry, quantitative data and qualitative data, complementing other research conduct on her own, accountable on identifying gaps and customer pain points, impact broadly from customer-focused knowledge by working across multiple organizations and their respective engineering, design and PM teams. Create Clarity. Drive Impact and Change. Embody the New Way of Working. Team Leadership.

Product Design

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. Lead workshops, create presentations for UX Design, sales/angel investment, and to help developers get acclimatized in foreign countries

EXPERIENCE

Jan 2019 – Current

DIRECTOR OF PRODUCT DESIGN, UX / UI, USER STRATEGY & RESEARCH FOR MULTIPLE CLIENTS, WONDERLANE STUDIOS

Transform manual processes to digital with a 4-person team, designer, developers, product manager. Research, wireframe, and design an international rights management and royalty payments as a SaaS application for an enterprise level music supervision company that licenses, collects and distributes public performance royalties. For songwriters, lyricists, composers, performers, and producers, handles 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. Use Balsamiq, Figma, Zeplin, Slack, & Adobe Suite.

Advise Oracle marketing director (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. 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. eBook Readers, and other CMS (content management systems) such as WordPress, Wix, Gomo, and Moodle.

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, to assist with digital transformation, and product updates.

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 User centered design to developers, lead developers, product managers 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. Site relationships now drive 9% of annual corporate revenue.

Dec 2005 – Dec 2010

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

Helped MS 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 such as concerts to Harvard educated product manager in social networking. Advocated expanding sign-in credentials from other trusted companies. Worked on other deprecated or rebranded software. Designed ecommerce software and spec'd, edited user interface design.

Photographer: Getty Images, Unsplash, Flickr

UX Methodology Timeline

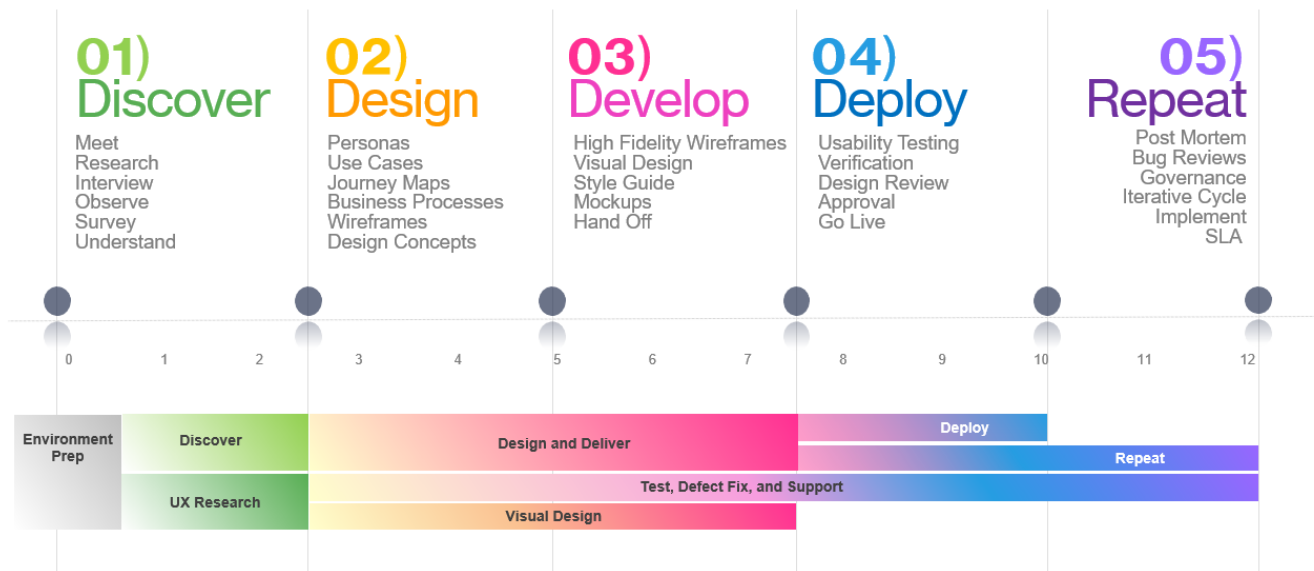


Figure 2 UX Methodology Timeline discover design develop deploy repeat

Companies -

Microsoft
Amazon
Motorola Solutions
Boeing
VISA
Juniper Networks
Costco
Nike
Intel
Toyota
Capital360 Bank
State of Washington
State of Alaska

Includes domains -

- CRW Asset Management
- Cloud security
- Portals, for partners and customers
- Dashboards
- Enterprise architecture
- Global sales forecasting application for \$93B USD
- Mobile / responsive apps
- Roadmap
- Business intelligence database
- High end credit card registration & activation
- Windows product activation, security, & anti-piracy
- Social media; groups and members directory
- Planning, UML
- CRM and ERP
- Ecommerce
- Vehicle reservation and ticketing

- Information design
- Server Notifiers
- Desktop applications
- Pre-sales presentations, staff training
- Marketing & branding
- Social media
- Customer identity
- Cell technology
- Insurance applications
- Education site
- Geo-location
- 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