

MARY KATE FOLEY

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SUMMARY

- Pioneered user-experience design and usability functions at four product and services companies, resulting in dramatic improvements in usability, quality, development processes, time to market, customer satisfaction, and conversion.
- Award-winning leader and designer for online applications, specializing in user experiences to bring consumers and providers together in digital Web marketplaces. Skilled in communicating with clients and senior management.
- Successful track record in determining UX Web strategy that meets business goals, then translating to operational projects. Seasoned judgment in making pragmatic tradeoffs to enact vision with quick turn-around.
- Led design, development, content, localization and project organizations of up to 45 people. Accomplished at utilizing outstanding leadership skills to mobilize distributed organizations.
- Adept at scaling processes to fit the size and make-up of organizations, from large to small and broad to narrow. Able to incorporate design into agile-inspired processes with cross-functional teams.

EXPERIENCE

MONSTER.COM, Maynard, Massachusetts *Director, Global User Experience, 2005-2008*

Rebuilt and efficiently reintegrated user-centered functions: information architecture, UX design, copy, usability assessments, and Web development. Effectively augmented staff with well-chosen 3rd-party consultants. Turned around department's performance and reputation by repositioning UX in the product development cycle, and by delivering redesigned artifacts better suited to specific project stages.

- Rebuilt usability assessment team for analytical rigor, speed, and engagement. Utilization rate of usability lab for active studies grew to over 70%.
- Built reliable, high quality HTML/CSS capacity for job seeker site, and for employer onsite marketing.
- Managed growth of team from 2 UX designers and 1 copywriter to a team of 24 in US, EU, and Malaysia.
- Advocate for high quality user experiences on Monster sites used by job seekers and employers, resulting in the routine execution of design, copy, and usability activities required to create such experiences.
- Responsible for 1st home page update in nearly 1.5 years. The first iteration of the "Monster Works for Me" redesign on US site resulted in increase of over 6% in job views per visit; over 18% in resumes posted; over 22% in accounts opened. The second iteration yielded a further increase of 16% in account completed; and over 9% in resumes posted. This home page redesign won several awards, including a 2007 MITX finalist in Human Resource category, silver W3 award sanctioned by the International Academy of Visual Arts, and a Bronze iNova.
- Directed UX team that delivered major improvements to hiring.monster.com site, for 1st radical overhaul since its inception as a basic ecommerce tool in 2004. We delivered a new information architecture, visual design, home page, dashboard for logged-in users, an integrated learn-and-buy environment, introduced the use of Ajax for more immediacy in the UX, and finally, designed a template to incorporate legacy pages effectively. UX's learn-and-buy pages increased conversion by 50%, and increased average order size by 65%, over a quick-buy approach advocated by product marketing.

INDEPENDENT UX DESIGN & USABILITY CONSULTANT, 2001-2005

L&P Consulting, for SkillSoft, Nashua, New Hampshire

Provided interaction design, visual layout, usability analysis for components of a learning management system (LMS)

- Analyzed the usability of a Web-based, collaborative product for live online training, and provided prioritized improved designs to engineers. Established triage process for bug fixes and directed QA and training during final run-up to client acceptance
- Redesigned SkillSoft LMS components targeted for variety of personas: class attendees, curriculum creators, instructors, and administrators

McGraw-Hill Construction, New York, New York

Consulted on user research design and facilitation

Incentive Markets, Brookline, Massachusetts

Provided usability inspection and user profiles

- Analyzed predictive gaming website and recommended usability improvements for target users – doctors and clinicians

Philips Medical Systems, Andover, Massachusetts

Designed information architecture and detailed interaction design for web-based patient chart system

- Created and maintained comprehensive style and user-interaction guides
- Redesigned product's information architecture to encompass several releases, and the UX for several patient charting and reporting features
- Led concepting for and oversaw revisions of icon design and visual treatments for charts and forms. Consulted on methods for obtaining user feedback

TIMEØ, a subsidiary of Perot Systems Corporation, Cambridge, Massachusetts

TimeØ was a consulting services firm that created digital marketplaces on the Web, where a marketplace sponsor brokered a match of goods or services between provider and consumer organizations.

VP/ Senior Director of User-Centered Design (UCD), 2000 – 2001

- Responsible for creative services, information architecture, user-experience design, usability assessments, HTML development, content & information design and development, and UCD business planning
- Directed UCD design of online business-to-business marketplaces for medical procurement, medical-supply catalog creation and maintenance, electronic bill presentment and payment, and manufactured goods supply
- Established successful cross-functional process and artifacts that dovetailed effectively with Engineering's use of UML (Unified Modeling Language). Clients, colleagues and UCD group all cited the effectiveness and flexibility of this integrated methodology

Director/Senior Manager, Design and Content, 1997 – 1999

- Broadened and deepened initial group of graphic designers, to a team covering four different design disciplines. Grew team's throughput from 2 concurrent client projects to 10
- Developed new TimeØ service offerings in usability assessments, contextual inquiry research, client training, and brand strategy. Revamped Digital Marketplace Concept client workshops to serve as a bridge between Business Development and requirements definition
- Personally provided usability assessments, interaction design, training, and client management on B2B marketplace projects
- Managed relationship with key client for Orderzone.com's design and production. Led implementation of client's new online brand and identity, managed the content effort, and handled changes to user-interface design to meet the client's changing requirements. Orderzone.com digital marketplace was rated A+ on the list of top 200 B2B web sites in 1999 by Advertising Age's B2B online magazine
- Established UI Engineering group (HTML, JavaScript)

NETS INC, Cambridge, Massachusetts

Director of Design and Usability, 1997

- Re-established interaction design practices, and reinserted visual design activities into critical engineering projects. Responsible for site-wide design and co-branding with partners
- Led team developing new templates for clients' catalog pages within the www.industry.net marketplace, in order to train junior interaction designers in interaction design techniques
- Performed hands-on interaction design of on-line order building, and redesign of search function

INTERLEAF INC, Waltham, Massachusetts

Director of Advanced Products, 1996

- Developed a strategic vision and determined the goals and features for a series of document-management product deliveries spanning several years
- Drove the initial technical and product management investigations, determined platforms, protocols, and tools to support and use in development. Responsible for product management, engineering, UCD teams.

Director of Design, Documentation and Internationalization, 1994 – 1996

- Reinvigorated company's visual and interaction design practices, established usability practice, and directed all design and usability work

- Provided hands-on design and usability assessments on several products, including Cyberleaf. Cyberleaf product awards were first Interleaf had received in half a decade
- Updated documentation group's practices to incorporate usability techniques, resulting in streamlined, easier-to-use documentation, and better integration into product development
- Identified and addressed issues that blocked company's ability to scale localization
- Established processes for iterative, flexible, and fast product development cycles

LOTUS DEVELOPMENT, Cambridge, Massachusetts

Manager of Product Design and Usability for Graphic Products, 1989 – 1994

- Established influential design and usability functions. One of two founding sponsors of Lotus' usability labs
- Successfully transformed Freelance from a CUI to GUI product for OS/2 and Windows. Led design teams for redesigning Freelance for Windows 3x and Windows 95. Freelance won over fifty best-of-breed awards.
- Awarded the Lotus' 1992 "Making Something Happen" award for demonstrating how to design products for high usability while delivering on time
- Original founder of the cross-Lotus design council and a major contributor to the design of elements shared by Lotus products, including LotusChart and TeamReview

EDUCATION

MIDDLEBURY COLLEGE, Middlebury, Vermont

B.A. in English with concentration in Mathematics

- Summa cum laude
- Phi Beta Kappa
- St High's College, Oxford University: Selected as first student for a rigorous exchange program with St Hugh's earning second honours in exams

PROFESSIONAL AFFILIATIONS & TRAINING

Memberships

- Association of Computing Machinery; ACM SIG in Computer-Human Interaction
- Greater Boston SIGCHI
- Usability Professionals Association

Additional training

- Design seminars in Contextual Inquiry, GOMS Methodology, Cognitive Walkthroughs
- Engineering classes in Use-Case Modeling, C programming
- Workshops in Negotiation, Facilitation, Project Management, Diversity Awareness
- Harvard Extension School courses in Marketing Management