

Samantha Bailey

QUALIFICATIONS SUMMARY

Highly skilled leader with over fifteen years of strong **executive management** and consulting experience in a **user-centered design** environment. Developed **usability practice** for the westlaw.com interface, the premier legal research product on the market. Directed **information architecture** for the large-scale financial services website of Wachovia.com, then fourth largest bank in the US. Excellent public speaker with workshop development and conference presentation experience.

PROFESSIONAL EXPERIENCE

SiftUX (formerly BaileySorts)

September 2007-present

User Experience Consulting

- Leveraging over 15 years of user-centered design experience, I provide a continuum of consulting services that range from coaching to full-service design work that can be handed off for development and implementation.
- My approach is practical, collaborative and solution driven.
- Provide a full suite of services including heuristic evaluation, user research and discovery, information architecture and interaction design, and usability testing.
- Clients include: Intuit, Eaton Corporation, Summa Health System, SummaCare, the Federal Reserve Bank of Cleveland, University of Michigan Sea Grant.

Kent State University

January 2008-present

Adjunct Professor, School of Library & Information Science

- Teach graduate level User & Task Analysis course in the Information Architecture and Knowledge Management program. Course provides an introduction to several standard research methods used in the course of user-centered interface (software & web) design projects, including user profiling, interviewing, diary studies, task analysis, and contextual inquiry/field studies.

Thomson West

<http://westlaw.com>

Director of Usability

January 2005-July 2007

Westlaw.com: Premiere legal research tool relied upon by legal professionals—user base includes the DOJ, IRS and US Supreme Court

- Led user interface design and usability efforts for westlaw.com
- Partnered with corporate marketing, creative services, application technology development and business unit leads to solve web design challenges in a complex decentralized environment
- Directed usability team in operations and professional development
- Initiated partnerships with external vendors
- Introduced usability methodologies including heuristic evaluation, cognitive walkthroughs, rapid iterative testing and design and formal usability testing
- Supervised quantitative eye tracking study for a Westlaw information product that led to design improvements generating a 10% increase in revenue for the product

Wachovia Corporation

<http://www.wachovia.com>

Vice President, Information Architecture

2001-2004

Wachovia.com: Retail portion of site served over 4 million online banking customers

- Introduced a formal user-centered design methodology into the organization. Partner with corporate clients and internal web development, extracting and interpreting requirements and uniting internal business goals with external customer needs
- Supervised team of 9 permanent and contract employees in multi-disciplinary web design environment
- Experienced with prototyping designs in paper, HTML and with the iRise Application Simulator
- Utilized Vignette content management system for brochureware component of site

PROFESSIONAL EXPERIENCE (con'd)

Argus: Award-winning consulting firm recognized as information architecture market leader with world-class clients.

Argus principals wrote the seminal text, Information Architecture for the World Wide Web (O'Reilly, 1998).

PRESENTATIONS AND PUBLICATIONS

PROFESSIONAL ORGANIZATIONS

EDUCATION

Argus Associates, Inc.

Vice President, Consulting Operations

1999 – 2001

Balanced consulting engagements and executive management in rapidly growing entrepreneurial environment:

- Shaped the ongoing evolution of an industry-leading methodology and process featured in the best-selling book Information Architecture for the World Wide Web (O'Reilly, 1998, 2002)
- Responsible for hiring, training, management, allocation, professional development, and staff evaluation for department of 21 consultants, with excellent retention rate
- Participated in information architecture consulting projects from business development through completion for clients including Microsoft, Vanguard, Proctor & Gamble and Johnson & Johnson
- Developed proposals (scope, schedule, budget) and participated in sales process, including successful proposals in the \$500,000-\$750,000 range for 3Com, AT&T, and Microsoft

Director, Consulting Operations

1998 –1999

- Managed client relationships for diverse group of Fortune 500 clients including Vanguard, Ernst & Young, American Express
- Collaborated with VP to hire, train, manage, lead, and evaluate growing staff of information architects
- Implemented knowledge management and professional development initiatives including bi-weekly discussion of concepts, deliverables and best practices

Information Architect/Project Manager

1996 - 1998

- Provided project management for multidisciplinary team of web designers (graphic design, editorial, information architecture and technical programmers) in collaborative partnership
- Extensive experience designing keyword indexes and controlled vocabularies for fortune 500 websites and intranets

Seasoned conference speaker with over a dozen presentations including 1-hour sessions, half and full-day workshops and 3-day seminars in the US, Canada, and the UK at venues including Internet World, User Interface Engineering, American Society of Indexers, ASIS&T.

- Contributed technical editing to Ambient Findability by Peter Morville. O'Reilly Media: 2005 and Information Architecture for the World Wide Web, 2nd ed. by Louis Rosenfeld and Peter Morville. O'Reilly: 2002.
- Technical Editor for: Information Architecture: Blueprints for the Web by Christina Wodtke. New Riders Press, Indianapolis IN: 2002.

- User Experience Professionals Association (formerly Usability Professionals Association (UPA))
- American Society for Information Science & Technology
- The Information Architecture Institute, Board of Directors, 2003-2005; Advisory Board 2005-2006, Volunteer 2002-present

Master of Information and Library Science (MILS), May 1996

The University of Michigan, Ann Arbor, Michigan

- Ken Vance Award: full scholarship

Bachelor of Arts in Philosophy (BA), May 1992

Ripon College, Ripon, Wisconsin

- Summa Cum Laude (Valedictorian), Phi Beta Kappa