# **Rachel Marie Hungerford**

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# Summary of Qualifications

- Extensive experience conducting quantitative and qualitative user research
- Skilled usability moderator; ran over 50 participants in lab-based studies and lead 5 research studies from finish to start
- Designed and edited wireframes across platforms including web, software, and mobile
- Experience creating taxonomies and designing metadata for data organization
- Skilled negotiator and presenter
- Self-motivated and a problem solver
- Successfully balanced multiple projects simultaneously
- Strong aptitude for learning new technologies

User Research		Information Architecture		Design
Usability Testing	Ethnographic Interviews	Wireframes	<ul> <li>Taxonomies</li> </ul>	Visual Design
<ul> <li>User interviews</li> </ul>	<ul> <li>Personas/Scenarios</li> </ul>	Site Maps	Metadata	Web Design
Field research	Surveys	User Flows	• XML/XSD	Mock up creation
Contextual Inquiry	Competitive Analyses	Card Sorts		
Concept Testing	Web Analytics	Content Inventory		

# Experience

T-Mobile, Usability Intern June, 2010 - September 2010; User Experience Specialist (Contract), October 2010 - Present

#### User Research & Design

- Moderated and organized usability studies on the mobile platform, internally used software, internal and customer-facing websites, and the retail experience. Analyzed data, presented research findings, and advocated design ideas to stakeholders
- Created wireframes and designed user flows for mobile services, including Bluetooth, Messaging, and Media downloads
- Performed heuristic evaluation of mobile applications and experiences, including DLNA, virtual keypads, Bluetooth, and Wi-Fi to determine best practices for T-Mobile
- Conducted 1:1 qualitative concept testing of several mobile web toolbar designs with 10 users. Presented solutions that provided utility for users and generates revenue for the business.
- Recruited participants in retail stores in Seattle and New York City for a diary study and focus group of a newly released handset
- Lead needs-gathering project for work/life consumers; authored script; conducted 12 external and 6 internal 1:1 interviews

### Device Requirements

- Reviewed and authored Product Requirements Documents (PRDs) for mobile devices
- Negotiated PRD compliance with OEMs for Ergonomics, Touchscreen, UI and Navigation, and Predictive Text requirements

### Usability Engineer, University of Washington Libraries

- Conducted content inventories, heuristic evaluations, background research, and competitive analyses
- Designed wireframes and site maps
- Hand-coded HTML and CSS prototypes
- Lead researcher for LibGuides usability study: created test plans, moderated sessions, compiled data, analyzed results, authored reports for public distribution, created highlight video, and discussed findings with stakeholders
- Translated user needs and business requirements into actionable design recommendations
- Presented usability findings to an auditorium of over 50 internal stakeholders & at the Library Assessment Conference

### Freelance Information Architect, Viderity.com

• Created 50 labels for a card sort for the National Archives (Archives.gov)

# Rachel Hungerford 1/2

September 2009 - June 2010

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# User-Centered Design Intern, T-Mobile, Creation Center

- Managed recruitment of participants for ethnographic research
- Co-lead ethnographic interviews to understand user's needs surrounding personalization
- · Compiled and synthesized insights from participant interviews
- Organized & participated in cross-team brainstorming sessions; ideated solutions & designs for unmet needs on the mobile platform
- Edited mobile wireframes for Web2Go using Visio (three classes: feature phone, mid-tier, & smart phone)

## Education

### University of Washington, Information School, Seattle, WA

Master of Science in Information Management, focus in User-Centered Design, GPA 3.8

Relevant Coursework: HCI Design Methods, Usability Testing, Personas, Database Design, XML, Metadata Design, User-Centered Web Design Projects: Microsoft Word Comparative Usability Study (sponsor: Microsoft), Re-design of MickKellys.com (sponsor Mick Kelly's Irish Pub), Q&AIMS: question and answer service for iSchool students using XML, Capstone Project: re-designed internally designed software (sponsor: Quorum Review)

Emerson College, School of Visual and Media Arts, Boston, MA

Bachelor of Arts in *Interactive Media*, Minors: Art History and Photography, GPA 3.43, Cum Laude, Dean's List *Relevant Coursework:* New Media, Graphic Design, Programming for New Media, Art History III&IV, Photography I&II, Media Criticism & Theory, TV Studio Production

Study Abroad, Well, The Netherlands

# **Conferences & Poster Presentations**

Teaching and Learning Symposium, University of Washington	April 2010			
iEdge Conference, ASIS&T, Student Chapter	April 2010			
Library Assessment Conference, Baltimore, MD	October 2010			
Honors & Affiliations				
The Association of Information Management Students (AIMS), Secretary	April 2009 – March 2010			
Awarded the William E. Henry Memorial Scholarship	2009			

- "Best Paper" Award in IMT 580 for "Open Source & Innovation: Can Open Source Thrive in a Capitalistic Society?"
- Usability Professional Association (UPA), Member

### Software & Languages

*Proficient:* Dreamweaver, Fireworks, Visio, Axure, Morae, Ovo, Microsoft Office, XML Spy, XML *Experience:* JavaScript (JQuery, YUI), AJAX, Flash, Photoshop, InDesign, Camtasia, Illustrator, MS SQL Server, SharePoint



June 2009 – September 2009

September 2008 - June 2010

September 2002 - May 2006

Autumn 2004

2008