

Haunani Pao, CUA

San Rafael, CA, 94901

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I am an advocate and practitioner of the User Experience (UX) methodology as a designer, analyst and architect to provide human factors expertise and project deliverables such as expert reviews, information architecture, interaction design models and usability testing. I work collaboratively within a client's organization for the successful definition and design of web experiences in a wide variety of industries and audiences.

Professional Experience:

Human Factors International **Fairfield, IA** **10/2005 – present**
Lead Usability Analyst Consultant

HFI provides user centered design solutions and usability services to global clients since 1981.

- o Meet with clients to understand their business goals and evangelize the importance of how usability is a process to meet their goals while meeting their users' needs.
- o Conduct and analyze user research, expert reviews on client websites or applications.
- o Create test scripts and conduct on-site or remote usability tests as well as on-site usability roundtables; analyze results and create recommendation reports.
- o Create visual sketches or high fidelity visual designs solutions and present them to clients to encourage them to visualize usable designs that can support their brand identity and business goals while maintaining ease of use.
- o Client list includes: American Fund Capital Group, Chevron, Indybank Mortgage, Intel, Nokia, Modular Mining, Thompson Scientific, Sun Microsystems

Full Capture Solutions Inc. **Novato, CA** **5/2007 – present**
User Experience Architect Consultant

FCSI used business intelligence and semantic-based technologies to help insurance claims executives and managers reduce claim loss costs.

- o Conducted heuristic expert review of FCSI's Client Portal Application. Currently helping to implement recommendations with XHTML and CSS coding as well as redesigning the whole user experience to improve key user tasks.
- o Conducted initial visioning workshop with stakeholders using iRise to gather business requirements, create initial wireframe screen design and screen flow for the client application. Together we were able to identify key user roles, user tasks and potential product features.

Fireman's Fund Insurance Company, **Novato, CA** **5/2000 – 10/2005**
Senior Interaction Designer, User Experience Architecture

Fireman's Fund is a leading U.S. property and casualty insurance company since 1863.

Architecture Artifacts

- o Created User Experience Model for Service Oriented Architecture (SOA). This enabled evangelism of coding best practices for the presentation layer.
- o Created User Experience architecture for 2-factor security model

User Centered Analysis Artifacts

- o Wrote and/or translate business requirements documents; conduct contextual inquiries and reports; create high value scenarios & user task flows, process flows, screen flows.
- o Created & executed usability test plan; analyze results & create recommendation reports
- o Created functional specifications for the user interface & screen interactions

Visual and Interaction Design Artifacts

- o Lead visual designer & usability analyst for the enterprise Digital Design standards for all public facing sites (www.firemansfund.com)

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- o Created visioning presentations & prototypes for a 360-degree view of the customer Just-in-Time messaging for decision-making. This led to the unified desktop project.
- o Created information & page architectures, navigation schemes & high-level sitemaps
- o Designed schematics, wire frames, mood boards & high/low fidelity prototypes
- o Created & collaborated on Flash content for public facing sites

Design Standards Artifacts

- o Wrote 150 page Digital Design & Flash Styleguide
- o UX Lead to a multi-discipline team to create enterprise Application Design Standards with 11 HTML templates and 40 components as well as corresponding custom JSP tag library
- o Evangelize User Experience methodology and community of practice.
- o Since 2002, research, create and conduct monthly MS PowerPoint presentations to project managers, business analysis and developers on various topics ranging from User Interface Patterns, User Experience methodology, and case studies.
- o Enforcement of all corporate design standards

Past projects: Single Sign on Security utility, Underwriter Rating System, Claims First Notice of Loss (Fit Client), Commercial Rating system, Vehicle Reporting, Component driven content management system to support content standards website, Customer Extranets, Agent Extranet, German parent company, Allianz Human Resource recruiting system.

Herzum Software **Chicago, IL** **2/2005 – Present**
User Experience Architect – Freelance Consultant Part-time
Consult and deliver artifacts of usability via the user-centric design process.

Fair Isaac Companies, **San Rafael, CA** **6/1994 – 4/2000**
Senior Programmer Analyst

Fair Isaac is a multi-national company developing predictive risk modeling.

- o Developed statistical scoring models for credit risk management; managed client expectations and travel to client site for delivery meetings of project results; prepare documentation of scorecard models and statistics,
- o Clients primarily from Canada, North/South America and Europe in the banking and mortgage industry.
- o Projects include application screening scoring, behavior scoring and mortgage scoring; credit bureau characteristics design and development

Relevant Volunteer Experience:

Burning Man LLC **San Francisco, CA** **3/2001 to present**
User Experience Skill Lead for burningman.com

Burning Man is an exercise in community and radical self-expression through art.

- o Member of the skills leadership group who manages of a 20+ volunteer team of designers, developers and content contributors; manages the UX sub team
- o Lead effort to redesign site to add more user centric and user rich web content
- o Strategize with development to implement new design in XHTML and CSS
- o Redesigned the forms for theme camp and art installation registration, which includes screen flow diagrams, sitemaps, wire frames and content editing.
- o Wrote the Styleguide for the new design
- o Mentor and support web team members in usability best practices, CSS, creating efficient user centric interactions and meeting project deadlines
- o 2002 Webby award nominee for burningman.com

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Kulana Huli Honua
Website Designer for kulana.org

Kailua-Kona, HI

9/2001 to present

Kulana.org is a non-profit organization that supports and protects, the Ahu'ena Heiau in Hawai'i; promotes the practice, study, education and preservation of the Hawaiian culture.

- o As their website designer, I support their vision to have a voice on the web to discuss issues that are important to them.
- o Created website in XHTML and CSS

Skill Summary:

Languages: XHTML, CSS, XML

Software: Photoshop CS, Dreamweaver MX, Fireworks, Flash MX, Topstyle 3.10, iRise, ACDSee, Visio 2007, Microsoft Office 2007, Snag-it 7, Adobe Acrobat Professional 6, Morae
Excellent understanding of several different Content Management Systems, administration of web servers and application servers (ColdFusion, JRun, Apache)

Methodology: Practitioner of UCD, familiar with RUP and IBM SDLC

Public Presentations:

"[Creating a User Experience Culture at a Non-Software Company](#)" – co-author, Designing for the User Experience Conference 2005 (DUX 2005), San Francisco, CA,

"[Writing for the Web: Tips, Tricks and Traps](#)" – co-author Project Management Institute, San Francisco Bay Area, www.pmi-sfbac.org.

"The Value of Contextual Inquiry" – contributor, North Bay Multimedia Association, www.nbma.com

Education:

2003 – Successfully completed Human Factors International – Certified Usability Analyst designation #348. 20% of the 357 testers passed the certification test.

Multimedia Studies San Francisco State, Continuing professional studies

1994 - California State University - Sonoma, Rohnert Park, California
BS in Computer Information Science, minors in Mathematics and German

1990 – 1992 - Eberhard Karls Universitaet, Tuebingen, Germany, a two-year international academic exchange program, studied the German language and culture as well as mathematics and computer science