

Haydee Steck

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QUALIFICATIONS SUMMARY

7 years of experience in Information Architecture, User Research, and Business Analysis. Designed 9 intranet sites, 5 intranet web-based applications, and 4 corporate sites primarily for Fortune 500 clients. Hands-on experience producing the typical Information Architect deliverables e.g. wireframes, scenarios, personas, flowcharts, and requirements documentation. Conducted research through usability testing, workshop facilitation, participant observation, questionnaires, and heuristic evaluations. Work experience built on a solid education. Bachelor's degree in Anthropology and a Master's degree in Information Management & Systems from UC Berkeley. Online portfolio available at www.haydee.com.

EXPERIENCE

Senior Information Architect.....April 2006 – Present AGENCY.COM, CHICAGO, IL

- Key accomplishments: Impressed Hewlett Packard client with strategy and wireframes so much that HP extended a short-term project into a research & development engagement (over nine months to date) exploring how to transform HP's North American browse-to-buy experience. Functionality and findings of research are already being implemented as quick wins to the live site.
- Lead Information Architect for Hewlett-Packard account (worth \$7 million) in the Chicago office. Reviewed IA and graphic design deliverables for high visibility projects to ensure alignment with each other and long-term IA vision.
- Developed a strategy for transforming the HP North American ecommerce. Recommended improvements to the site's interface and the introduction of new functionality based on industry trends and an analysis of best practice sites. Developed over 180 schematics, a templates library, and a library of interaction design patterns for the development of interactive prototypes. Developed usability test objectives to test effectiveness of interface.
- Simplified the interaction flow and interface of a B2B reporting and analysis tool, enabling basic users to complete tasks more quickly and with fewer errors. Established mechanisms allowing basic users to acquire familiarity and ease with advanced functionality.
- Defined multiple styles for a primary navigation scheme to improve customers' ability to navigate laterally or drill down deeper into the site's hierarchy. Developed over 100 schematics to create a robust prototype. Identified usability test objectives and tasks. Modified navigation scheme based on test outcomes.

Analyst.....September 2004 – April 2006 ABN-AMRO, CHICAGO, IL

- Key accomplishments: Raised Root Cause Analysis (RCA) turnaround responses rates as high as 90% within 10 business days. Enabled data sharing between multiple IT service management processes; transformed an entirely manual problem management process to a fully-automated one; and expanded reporting and analysis capabilities for upper management.
- Oversaw the development lifecycle of the Problem Management module in Peregrine to over 1000 users globally. Project allocated \$300,000. Created Request for Proposal (RFPs). Coordinated vendor selection. Assisted in contract negotiations. Managed the acquisition and scheduling of resources. Maintained project plan. Facilitated business and technical requirements gathering sessions and codified outcome in Requirements documentation. Developed test cases and coordinated unit, system, and regression testing.
- Acted as the Problem Management team lead for the North American IT organization.

Associate Executive Director.....February 2004 – September 2004

Volunteer.....May 2002 – February 2004 ONWARD NEIGHBORHOOD HOUSE, CHICAGO, IL

- Key accomplishment: Maintained the stability of the organization's finances and programming during a crisis requiring me to serve as the acting Executive Director. Improved the dissemination of client information to donors and an understanding of client demographics by implementing a client tracking database.
- Oversaw the programming, staff, and fundraising for a \$2 million non-profit agency providing day care, academic, emergency, and technology services. Oversaw seven directors.

Senior Information Architect / Project Manager.....June 2001 – April 2002

IT WEB SOLUTIONS, WEST LONG BRANCH, NJ

- Key accomplishments: Helped land Pfizer as a new account. Designed an intranet site at Merck hailed as a best practice implementation of being visually and functionally innovative while complying with intranet style guide standards.
- Created effective user experiences on corporate intranets within the pharmaceutical industry. Captured and analyzed business requirements. Conducted qualitative research in the form of questionnaires, workshop facilitation, and user interviews. Drafted wireframes complying with intranet style guides. Created HTML-based prototypes. Designed and conducted usability tests. Conducted quality assurance testing.
- Served as project manager on engagements up to \$120,000. Evaluated ROI. Established and managed a timeline and budget. Ensured prompt issue resolution. Coordinated in-house development resources and outside agency deliverables. Coordinated infrastructure issues. Verified Legal and Regulatory compliance.

Consultant.....February 2001 – June 2001

CONTRACTOR, NEW YORK, NY

- Key accomplishments: Designed Enron's online interactive Annual Report. Applied Sprint's cross-sell / up-sell marketing strategy into an updated online Customer Service Center. Translated Ryko's print identity into an ecommerce application serving independent music stores and journalists.
- Served as liaison between agency and client. Communicated project status. Resolved scope creep. Ensured timely deliverables. Documented client approvals.
- Translated business requirements and desired user experiences into site maps, navigation methods, and wireframes with page-level details. Worked closely with visual design and development teams to execute information architecture strategy.

Information Architect.....May 2000 – February 2001

RAZORFISH, NEW YORK, NY

- Key accomplishments: Researched and analyzed trends in data warehousing and unified messaging for a white paper, educating client on forthcoming infrastructure needs. Improved the technical understanding of client-interfacing staff by creating a series of training sessions on technology topics.
- Represented clients such as Cemex, Price Waterhouse Coopers, 3COM, and Lehman Brothers.
- Recommended online strategies for Internet, intranet, and extranet sites consistent with the clients' business needs, branding, and IT infrastructure. Supported customer research efforts by defining & recruiting representative users, creating test scripts, and conducting one-on-one user tests. Codified user research into user profiles, scenarios, and workflow diagrams for use in site definition. Created wireframes to illustrate intended user interface design. Established global interface standards. Collaborated with the visual design and development teams to ensure successful implementation.

Consultant.....August 1999 – May 2000

ERNST & YOUNG, SAN FRANCISCO, CA

- Key accomplishments: Designed the AAA Missouri online quote system for estimating car insurance policies. Initiated and maintained the global knowledge repository on Epiphany expertise and deliverables.
- Designed online quote system by translating the marketing department's business requirements, brand, and user needs into site maps, schematics, business rules, and storyboards. Created prototypes.

EDUCATION

- Master of Information Management & Systems, University of California at Berkeley, May 1999
- BA, Anthropology, The George Washington University, Washington, DC, May 1996

SOFTWARE

Microsoft Project, Visio, Microsoft Office