LYNN ROSENER

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PROFESSIONAL SUMMARY

- 38 years' experience leading all aspects of user experience
- Help organizations share their "stories": listening, learning, and understanding client and user needs
- Extensive knowledge of user behavior: how users perceive, process, and interact with user interfaces
- Creative problem solving, especially when user needs conflict with development and business objectives
- Virtual project management expertise with cross-cultural and cross-functional teams

AREAS OF EXPERTISE

User Experience (UX)	Design	Project Management
• Experienced insight into user needs • Design, conduct, analyze usability tests; report results • Ask targeted questions; listen without preconception • Create innovative proofs-of-concept and prototypes • Spread awareness of User Experience (UX)	• Translate user needs into usable design • Ensure test results are integrated into product design • Avoid designs that waste money/development time • Identify problems and resolutions on a timely basis	• Ensure project requirements are realistic • Set and manage client expectations • Align user solutions with business objectives • "Coach" successful, virtual teams • Employ effective sales closing techniques

CAREER HIGHLIGHTS

- Representative projects: provide user experience consulting for leading manufacturer of bio-imaging systems used in life science research; usability recommendations and creation of user manual for eBook- based DOD training

- Co-founded **Visual Design Architects** (VDA.com). Co-designed website, created written assets for website; VDA works with companies to "share their stories" for funding, advertising, and software development projects by using **a unique visualization and design process to create "Design Blueprints".**

- Co-founded **RedMark Entertainment.** Co-designed, directed build, and conducted usability evaluations of a 7" tablet-based multi-generational scavenger-hunt game that created visitor experiences while also providing business analytics for entertainment and travel destinations: museums, resorts, and on cruise ships.

- At **Dynamic Ventures,** major contributions to the development of paradigm shifts in user interactions in the emerging field of computer vision; UX consulting on numerous projects

- Co-founded **MIZBIZ.com** for women entrepreneurs. Co-developed business strategy, schedules, budgets, and contract negotiations for bizdev relationships; physical office space. Responsible for website development: UX, content, development, IT, and QA departments. Raised $1.2 million in angel funding; secured another $1 million in second round before closing doors during dot-com crash.

- Co-produced and co-designed **The Learning Company's "Ultimate Writing and Creativity Center",** an award-winning productivity tool for children ages 6-10. Responsible for all educational content, an animated, interactive writing "coach", and text and graphical writing prompts.

- Managed **The Learning Company's** learning specialists and usability program: responsible for all educational content, educational design, and usability of learning games and productivity tools. Trained specialists to conduct evaluations with children ages 3-7, parents, and teachers. Built corporate usability lab. Presented papers at Game Developers and CHI (computer-human interaction) Conferences.

- Conducted usability evaluations for initial introduction of **LeapFrog's LeapPad** (pad, books, and educational activities): all significant changes recommended to hardware and firmware adopted and implemented

- Conducted usability evaluations of **Apple's first TrackPad**; contributed innovative design recommendations to support one-handed solutions, now common practice

- As intrapreneur in a newly emerging field, established Hewlett-Packard's first software "human factors" (now "user experience") program: built HP's first usability lab; developed software usability testing protocols, procedures, and basic testing instruments. Responsible for conducting studies of HP's major software apps (desktop, email, word processing, graphics, spreadsheets, scanners); built GUI prototypes of various fidelities

- Developed **"think piece" for National Organization for Women's (NOW) Conference** on the impact of women leaders solving societal problems in the 1980's; wrote chapter in academic book on leadership

- As part of **SRI's (Stanford Research Institute) Futures group**, developed economic consumption behavior for five 75-year "alternative future scenarios" created as a decision-making tool for the California Energy Commission's decision to invest in nuclear power plant construction

CORE COMPETENCIES

- Able to quickly size up a company's business needs, user needs, and project development needs by asking targeted and appropriate questions and listening without bias or preconception
- Excel at "empathic design" solutions: from years of experience observing users, create products that customers don't know they desire or have difficulty envisioning due to lack of familiarity with possibilities (either offered by new technologies or because they are locked in a specific mindset)
- Committed to sharing UX strategies, techniques, and approaches with all team members (including management) through mentoring, coaching, and training
- Able to differentiate "good" from "bad" design; good design is not always what is fashionable, or what the user or client wants, but instead based on knowledge of user behavior acquired over years of experience
- Driven to understand: user behavior, task environments, business strategy, customer business objectives, development technology (possibilities and constraints), aesthetic design options
- Win accounts by creating "proof of concepts" that meet client requirements and expectations
- Design and conduct usability evaluations, determine content that can be evaluated, develop procedures to capture data, specify materials required from various team members to support evaluation (artists, software developers, instructional designers, management, etc.), observe users and collecting data during evaluations, interact directly with participants, create pre- and posts- questionnaires, and participant interviews, conduct analysis of evaluation results, and prepare report/presentation of recommendations for team members and management
- Work closely with developers to ensure that relevant evaluation results are incorporated into the product
- Research current product and industry trends as well as potential competitors; extract product recommendations
- Experienced judgment to know when to respect the users and act as "user advocate" over business goals, and when to respect the business and choose business objectives over users
- Adept at bringing disparate stakeholders to consensus when necessary UX strategy seems unobtainable

PROFESSIONAL PATH

2017-*present*	**USER EXPERIENCE STRATEGIST AND BUSINESS CONSULTANT**
2017-*present*	**VISUAL DESIGN ARCHITECTS** (VDA.com) Co-Founder; Website Content; Business Strategy
2013-2016	**REDMARK ENTERTAINMENT INC**. Co-Founder; UX Strategist
2006-*present*	**DYNAMIC VENTURES, INC.** User Experience and Account Manager
1999-2001	**MIZBIZ.com** Co-Founder; VP Product Development (project management, development, UX, content, IT, QA)
1998-1999	**LEAPFROG TOYS** Product Designer/Usability Specialist for initial introduction of LeapFrog's LeapPad
1992-1997	**THE LEARNING COMPANY** Co-Producer; Learning Specialist Manager; Usability Lab Manager
1990-1992	**APPLE COMPUTER** Usability Specialist for Apple's first TrackPad
1982-1990	**HEWLETT-PACKARD** Manager, Human Factors Program; Account Manager; Sales Development Engineer
1978-1982	**SRI INTERNATIONAL** Futurist; Strategic Management Consultant

EDUCATION

UNIVERSITY OF SANTA CLARA Graduate School of Business
   MBA, with Distinction (Beta Gamma Sigma), 1982

STANFORD UNIVERSITY
   MA   Economics, 1977
   BA   Economics, with Honors, 1976