LYNN ROSENER

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SUMMARY   Help organizations share their "stories" by listening, learning, and understanding client and user needs, then leading user experience activities (design and usability) to translate needs into effective project design. Virtual project management expertise with cross-cultural and cross-functional teams: qualifying and closing sales; setting and managing client expectations; and coaching thriving teams (identifying/resolving problems early; providing motivation and support)

EXPERIENCE

2017-present   **USER EXPERIENCE STRATEGIST AND BUSINESS CONSULTANT**, Cupertino, CA
Representative projects: provide user experience expertise consulting for a leading manufacturer of bio-imaging systems used in life science research; usability recommendations and creation of user manual for eBook- based DOD training

2017-present   **VISUAL DESIGN ARCHITECTS (VDA)**, Cupertino, CA
Co-Founder. Create visuals called Design Blueprints to help companies "share their stories" for funding, advertising, and software development projects. Blending usability with aesthetics, VDA's unique approach saves clients time and money by speeding up the visualization and design process, helping to clarify key project elements and concepts for discussion and consensus, and making content easier to revise.

2013-2016   **REDMARK ENTERTAINMENT INC.**, Aptos, CA
Co-Founder. With co-founders, designed and built a 7" tablet-based, 21st century scavenger hunt game, iQuest, to be played at museums, resorts, and on cruise ships. Includes a content management and usage analytics modules.

2006-2017   **DYNAMIC VENTURES, INC.**, Cupertino, CA
User Experience and Account Manager. Using agile (methodology), managed all software projects virtually: collaborated with development teams in Romania to create "proof of concepts," project estimates, and directed resources for all activities related to user experience (usability and design); won accounts and managed client relationships, responsible for guiding projects successfully to completion. Specialized in computer-vision projects.

1999-2001   **MIZBIZ.com**, Burlingame, CA
Co-Founder. Responsible for website development including user experience including design, content, software development, quality assurance, and other properties and services. Responsible for schedules, budgets, project management, and user studies. MizBiz.com raised $1.2 million in angel funding before closing doors.

1998-1999   **USER INTERFACE DESIGN AND USABILITY CONSULTANT**
Leap Frog Toys. Conducted all usability evaluations and made significant design recommendations adopted for the initial LeapPad learning toy (hardware/firmware) as well as its first four interactive books including educational games and content. The LeapPad became one of the most successful toys ever sold. ("Fast Company" 6/2003)

1992-1997   **THE LEARNING COMPANY**, Fremont, CA
Producer. Co-produced and designed the "Ultimate Writing and Creativity Center," an award-winning productivity software for children ages 6-10, involving unique features such as an animated, interactive writing "tutor" as well as extensive writing prompts (text and graphics) to enhance children's writing experiences.

Manager, Learning Specialists and Usability Program. Responsible for the usability evaluation program: managed individuals responsible for the educational content, educational design, and usability of learning games and productivity tools. Provided consulting on educational games under development. Formalized usability testing processes and trained individuals conducting the evaluations with children ages 3-7, as well as parents and teachers. Built corporate usability lab.

1989-1992   **USER INTERFACE DESIGN AND USABILITY CONSULTANT**
Provided user interface design and analysis and conducted usability evaluation for computer software and hardware products. Representative projects: conducted usability evaluations for Apple's first track pad, developed HP corporate training on usability and GUI design for software engineers, and usability review of various documentation.

1982-1989   **HEWLETT-PACKARD**, Personal Software Division, Santa Clara, CA
Human Factors Engineer. Established HP's first "human factors" (now "user experience") program in 1983; developed software usability testing procedures and basic testing instruments. Built HP's first usability lab; developed GUI design alternatives; conducted usability tests; and evaluated related learning products (documentation and computer-based training) for HP apps including New Wave, presentation graphics, word processor, scanner, and email.
Sales Development Engineer and Account Manager. Provided technical sales support for HP3000 mini-computers

1978-1982   **SRI INTERNATIONAL** (formerly Stanford Research Institute), Menlo Park, CA
Futurist / Strategic Management Consultant. Provided strategic management consulting and contributed to "alternative future scenarios" to enhance policy decision-making for public and private sector organizations. Developed conference "think piece" for NOW (National Organization for Women) in 1979 on impact of women leaders on solving societal problems. Contributed to California Energy Commission scenarios regarding nuclear power plant construction decisions.

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