

Cassy Rowe

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I have 6+ years experience leading teams of user experience (UX) colleagues and partnering with business and development teams to plan and implement conceptual and tactical user experience solutions. I have worked on intranets, desktop and mobile websites, web, desktop and mobile applications and mobile text banking experiences. I specialize in interaction design with 5+ years experience in user research and 8+ years in web development.

Masters in Human Factors

San Jose State University - San Jose, CA

12/07

B.S. in Business Administration

Majors: **Management Information Systems and Entrepreneurship**

University of Arizona – Tucson, AZ

12/03

Sr. Mobile Interaction Designer & Project Lead – Wells Fargo

09/09 – present

I work daily with an agile, cross-functional team to ensure the best UX given the strategy, user and business needs, marketing requirements, technical limitations and research input. I do this for mobile websites, texting and Android, BlackBerry, iPhone, and Palm apps. As the only full-time interaction designer on mobile, I work on solidifying the processes and standards and guidelines for the Wells Fargo mobile CX group.

Responsibilities

- Lead UX mobile team members in creating and documenting visual and interaction standards based on industry best practices, heuristics, platform standards and projected trends.
- Identify existing UX gaps and partner with the business to infuse these into the roadmap.
- Lead participatory competitive analysis, task modeling, persona and scenario walkthroughs and ideation sessions.
- Deliver project briefs and timelines, experience strategy, metrics analysis, sitemaps, task/screen flows, wireframes, mockups, user research artifacts and annotated specs.
- I lead a team of 3 contractors to ensure cross-project consistency, team collaboration and knowledge share.
- Lead all mobile merger projects; partnered with business and senior management to mitigate experience risks
- Provide resource allocation estimates and recommend prioritization based on existing workload and roadmap
- Collaborate with and support the user research team and utilize their findings to refine experience concepts
- Work hand-in-hand with development and QA to ensure that implementation matches experience documentation
- Cross-platform SME for mobile team to provide users a consistent experience (online, mobile, bank, ATM, phone, etc)
- Manage the internal project lead program (UX roles and process) and a program (iFix) that allows employees to submit broken experiences to be infused into the business roadmap or sent to a maintenance queue; requires development or yearly roadmaps, resource proposals and leading colleagues in accomplishing yearly goals
- Manage the creation of a documentation tool that allows for dynamic rendering of the mobile sitemap and WYSIWYG editing of the mobile screens; requires leading system documentation efforts and keeping the team on task

Accomplishments

- Led experience team in creating the mobile product page (wellsfargo.com/mobile). This created an online, public presence for Wells Fargo mobile and pushed the envelope of web 2.0 in Wells Fargo's public site space.
- Led a redesign of the mobile website that will launch in December and is aimed at fixing the 10 highest customer complaints. The new navigation interaction pushes the envelope for mobile websites by utilizing a pattern typically found only in mobile apps. This project will increase customer satisfaction of the mobile channel.
- Created mobile banking enrollment for non-online banking customers, resulting in over 1 million new mobile customers
- Created new experiences for 5 major projects and 10 minor tactical projects or maintenance requests

Sr. Online Interaction Designer & Project Lead – Wells Fargo

08/06 – 09/09

This position involved working with cross-functional teams to create the best UX given the strategy, technical limitations, user and business needs and research input. I was the lead SME in financial payments and transfers for 1.5 years and moved on to become the lead SME in account management. I created web applications, websites and a few mobile experiences.

Responsibilities

- Led participatory competitive analysis, task modeling, persona and scenario walkthroughs and ideation sessions.
- Delivered project briefs and timelines, experience strategy, metrics analysis, sitemaps, task/screen flows, wireframes, mockups, usability prototypes, user research artifacts and annotated specs.
- Provided resource and timelines estimates for projects
- Created and socialize interaction standards based on industry best practices, heuristics, and platform standards.
- Collaborated with and support the user research team and utilize their findings to refine experience concepts

- Performed updates to prototype during rapid iterative usability testing
- Worked with development and QA to ensure that implementation matches experience documentation
- Produced post-implementation documentation to track gaps, out-of-scope work and identify success metrics
- Managed the internal project lead program and iFix (see previous role for details)

Accomplishments

- Hosted team forums for project sharing and started an innovation hour to expose colleagues to creative exercises
- Created mobile bill pay and inter-financial institution transfer experiences, both of which were new to Wells Fargo and resulted in higher industry ratings for the bank as a whole and online banking and mobile banking
- Redesigned existing account activity experience, resulting in higher customer satisfaction and pushed the envelope of web 2.0 in Wells Fargo's secure session
- Planned and facilitated 16 internal training sessions on the team's UCD process; worked with presenters to establish material for each session, managed the scheduling and presented four of the 16 sessions
- Created and applied a collaborative competitive and gap analysis methodology and applied the Adaptive Path 6-up/1-up ideation methodology; trained the UX team on how to use both methods

User Experience Architect – Cisco Systems, Inc

02/05 – 05/06

Worked as an advocate for intranet standards and site and development consistency. Interaction designer responsible for the skills management portion of the Cisco University experience, an online learning and community center. Led all user research for the Cisco University project.

Responsibilities

- Created and promoted intranet and web application standards and interaction patterns
- Worked with development teams to identify standards and restructure current site map and page layouts
- Performed accessibility reviews on websites and pushed through with change request process
- Translated business objectives into user goals, tasks and scenarios
- Partnered with the business to understand the target audience, business requirements and technology limitations
- Identified user profiles and created personas; recruited participants for studies based on these
- Designed and conducted contextual interviews, heuristic reviews, surveys, usability focus groups, local and remote usability testing
- Delivered user goals/tasks spreadsheets, process flows, low-fi and hi-fi prototypes, and interface specifications
- Analyzed usability data, created recommendations to present to the business

Accomplishments

- Created the user experience for a skills management program that integrated into an online learning and community center
- Managed the process of creating an animation to communicate a user experience vision
- Organized, applied and piloted the rapid contextual design process to the existing UX process
- Mapped the UCD design process to the PLC process defined by IT to facilitate more efficient product development

Usability Engineer – VERITAS Software Corporation

07/04 – 02/05

I collaborated with my team of three to establish a user research department at the company. This involved regularly reviewing existing products and strategizing on how we could “get in” to the existing engineering process. I partnered with product owners, engineering and marketing to establish regular usability processes. I led efforts to socialize these new processes as well as user research services available to the company.

Responsibilities

- Designed and conducted heuristic reviews, surveys, usability focus groups, local and remote usability lab testing and rapid, iterative testing
- Translated business goals into user goals, tasks and scenarios and user research objectives and success measures
- Identified user profiles and created personas; recruited participants for studies based on these
- Delivered process flows, low-fi and hi-fi prototypes, and interface specifications
- Conducted heuristic reviews of “new to usability” products to get teams started with customer experience improvement
- Analyzed usability data, created recommendations and partnered with business and development to create an implementation schedule
- Presented product improvement proposals to stakeholders and negotiated final improvement plan
- Coordinated and conducted events that showcased usability services, promoted usability to engineering and allowed users to participate in user research at conferences

Accomplishments

- Created 3 month integration research initiative for 3 products that are frequently purchased together yet behave differently
- Created user research program that gathered weekly feedback on product features, pain points, and areas of integration; Presented findings of weekly studies to business and engineering for roadmap integration
- Organized and created usability lifecycle and training materials for new UX hires
- Discovered two internal resources for research recruiting and partnered with colleagues to setup recruitment processes
- Developed online user profile survey to auto populate our user recruiting database
- Created error message standards