

Bridget Lewis

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LewisBridget.com

UX
PM

EDUCATION

2007 - Masters, HCI;

Human Computer Interactions

4.0 major GPA

Carnegie Mellon University

2007 - BA, Physics

Carnegie Mellon University

UX SKILLS

study design

usability studies

lab & field studies

survey design & analysis

search log analysis

comparative analysis

concepting | wireframes

personas

Morae

Balsamiq | HTML | CSS

Photoshop | Illustrator

SurveyGizmo | CrazyEgg

Google Analytics

PM SKILLS

relationship management

requirements gathering

logistics | schedules

online team collaboration

functional specifications

prioritization | bug triage

team building | facilitation

process creation

presentation

BaseCamp | WebEx

PowerPoint | Word | Visio

Outlook | Excel | Access

PERSONAL FACTS

Spanish speaker

bicyclist

avid singer

social geek

MISSION

Foster sustainable change via user-centered design & project management.

User-centered design consultant at Anthro-Tech

(2010-2011)

www.anthro-tech.com

Conducted research & design projects to inform client decisions & drive user-oriented improvements. Worked directly with clients.

8+ projects, including:

EnergySavers.gov renovation research project (EES)

Lead research, creation & presentation of data-driven personas & recommendations despite project truncation. Managed remote team. Work well received; clients re-hired us for related work.

FileFast web form evaluation (Dept. of Labor & Industries)

Designed & conducted multiple studies. Spec'd & supported implementation of key changes w/in a week. Studies showed improvement after changes.

SoundTransit.org renovation

Facilitated studies while riding public transit. Survey analysis.

Kiva Fellow at ACCION Texas-Louisiana

(Oct. 2010 - Feb 2011)

www.kiva.org/fellows

Helped microlender ACCION fund over \$100,000 in loans through Kiva.org. Established processes ensuring they can maintain this funding source on their own. Self managed, trained, blogged, advocated.

Took initiative in other areas, including:

- Initiated an overhaul of the internal Kiva Fellows wiki
- Created a Kiva brochure for ACCION to give potential borrowers

Program manager at Expedia

(2008 - 2010)

Specified behavior of customer-facing projects & managed their successful release. Improved work environment & supported efficacy of organization.

10+ projects, including:

Package search UI improvements

Shipped the project on time, despite significant scope increase. Project generated more than \$2.5 million increase in gross profits per year.

Complex Pricing Modification

Legally driven project w/ >\$120 million financial risk, 2 month deadline, & 3 PMs. Created specifications for half of project functionality. Managed test environment; highest deployment success rate in Expedia history. Project released on time.

Asia Pacific triage team & transition

Identified support gap. Recruited and coordinated technical support volunteers. Represented team during creation of new support structure.

Web specialist for Expedia World Heritage consultancy (2009)

www.expediaworldheritage.blogspot.com

Two week on-site project to catalyze Lake Quinault's tourism development. Invited back for independent consulting work.

PM & researcher for photo selection software project (2007)

www.hcii.cmu.edu/M-HCI/2007/Microsoft/

Team designed, prototyped, & tested new software tool. Published paper.

Additional projects and roles - details available upon request.