Nadine Schaeffer

Contact

280 Logan Creek Rd.
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About

For over a decade, I have helped build more usable and enjoyable web sites and applications for consumer and enterprise companies.

Expertise

- Strategy
- Information Architecture
- Interaction Design
- Visual & Icon Design
- User Research
- Service Design

Citrix www.citrix.com

2006, Interaction Designer, Emergency Workplace

Citrix, a leading enterprise communications software provider, engaged me to aid in developing a new software tool to manage work forces during times of emergency.

This software provides an SMS, phone and email alert system as well as an extensive suite of desktop software and web tools to manage and communicate with and between employees during crises such as hurricanes, floods, medical pandemics and traffic closures.

I authored the following deliverables for this product:

- User research and data collection via online surveys.
- Sample product personas and scenarios to help define the potential users of this application and the tasks they would need to accomplish.
- A high level functional architecture diagram that defined the key user flows, tasks and access levels required for the product.
- Detailed wireframe diagrams for every screen of the application.
- Visual design, html and css for key template screens of the application.
- A visual design specifications document to guide developers and engineers in building out the application while maintaining a usable, consistent and visually engaging application.

Questus www.questus.com

2006, Information Architect, Multiple Clients

Questus is a leading interactive agency with offices in New York and San Francisco. I have worked frequently with Questus as an Information Architect and Interaction Design of several of their client projects described below.

- **Discovery Channel Store**
  Provided metrics analysis, information architecture, personas, scenarios, user flows and interaction wireframes for the redesign of the online Discovery Channel Store.

- **New York Post Redesign**
  Created a comprehensive and flexible site architecture as well as a modern and interactive user interface for a site wide redesign initiative.

- **Disney Integration Project**
  Provided a concept map, user scenarios and wireframes for a integration of various Disney web properties.

- **Loan 2 Learn Redesign**
  Created a site interaction architecture and wireframes for the redesign of an online educational loan provider. Integrated user research and feedback to provide a simpler and more intuitive loan application.

- **Discovery Channel Digital Media Player**
  Developed the wireframes and interaction model for a Flash based digital media player for use in promoting views and purchases of Discovery Channel digital content.

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Independent Consultant

2006-2007, User Experience Design & Information Architecture

I provide user experience and interactive expertise for a variety of clients including Disney, Citrix, Discovery Channel, Reader's Digest, Rachael Ray Magazine, and Suzuki.

Yahoo! www.yahoo.com

2005-2006, Connected Life, Senior User Interface Designer

The Connected Life business unit within Yahoo! creates products for the mobile, desktop and broadband channels. I created architecture diagrams, wireframe and protype deliverables for multiple projects within this group. I also developed templates, wikis and documents for use throughout the Yahoo! User Experience team and participated in extensive user research and testing.

Opsware www.opsware.com

2003 - 2005, Senior Designer

Opsware is a leading provider of enterprise software for data center automation. As a Senior Interface Designer, I worked primarily on the Opsware flagship Server Automation System (SAS) product. My tasks included developing user flows and information architecture, performing user research, user testing and providing detailed user interfaces for both web and java based desktop applications. I also provided project management for e-learning initiatives.

3com www.3com.com

2001, Information Architect & Senior User Interface Designer

Developed user interface for a java based web application. This application provides management control for up to millions of internet enabled devices. Also created marketing materials, demos, a flash auto-run application, icons and documentation.

Paraform www.paraform.com

2000 - 2001, Information Architect & Senior User Interface Designer

Built UI for a web collaboration application using an oracle/xml/jsp structure and for a desktop 3D design application targeted at the aerospace and automobile industries. Also acted as UI designer and art director for various other media projects including flash presentations, as well as other print and web marketing collateral.

E*TRADE www.etrade.com

1999, International User Interface Designer

Designed web guidelines and UI for E*TRADE international sites. Developed UI standards, page layouts, navigation, copy and typographical treatments, animations, and buttons and icons. Conducted international usability research with E*TRADE customers from Europe and Asia.

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Netflix www.netflix.com

1998 - 1999, Merchandsing Manager

Designed web guidelines and UI for E*TRADE international sites. Developed UI standards, page layouts, navigation, copy and typographical treatments, animations, and buttons and icons. Conducted international usability research with E*TRADE customers from Europe and Asia.

Netscape www.netscape.com

1997 - 1998, Project Manager

Managed several sites on the Netscape home site. Responsibilities included coordinating and managing website team; overseeing partner relations; building marketing, branding and ad campaigns; implementing graphical and content changes to sites; designing, launching and implementing feedback from user experience testing; writing and editing copy content; building graphics and animated gifs for use on site, creating a subscription affinity program; overseeing database restructuring and tracking of sales and page hits.

Apple www.apple.com

1996 - 1997, Certification Engineer

Hardware testing of the MacOS on clone computers: ran tests, wrote scripts, configured hardware, responsible for project management. Web design and structure for apple internal website: edited text into html, designed graphics, and set up web server. Software testing of apple internal testing tools (wrote test plans, created databases for process management, arranged testing schedules.site, creating a subscription affinity program; overseeing database restructuring and tracking of sales and page hits.

Skills

- **Information Architecture, Usability and Design**
  Well versed in print, web, multimedia and animation design, with extensive experience in user interface design, user testing, UI specifications documentation, user research, competitive analysis, feature and functionality definition, taxonomy and site architecture. Advanced knowledge of digital graphical design tools including Adobe Photoshop, Illustrator, Flash, Acrobat, Visio, Omnigraffle, Dreamweaver and most other common design software. Conversant in html, css, xml, actionscript and javascript.

- **Management and Production**
  Extensive experience in website program management, engineering and development, production, design, budgeting and financial reporting, scheduling, team coordination, tracking, content copy writing and editing,e-learning and instructor led technical training, marketing and advertising campaigns.

Education

- **Yale University**
  New Haven, CT 1986-1990, Major: Comparative Literature

- **Parsons School of Design**
  New York, NY 1989, Design and Photography studies

- **Gymnasium Theodorianum** Paderborn, Germany 1984-1986