



## Jenn Anderson

### Summary

- Over 13 years in interactive design with a proven ability to lead multidisciplinary teams in the development of user-centered online experiences
- Deep skills in information architecture, user interface design, information design and various user research methodologies, including ethnography, participatory design, card sorting, usability testing and heuristic evaluation
- Background in print and brand identity

### Experience

#### **eBay** | 2006 – 2008

##### *Principal User Experience Designer, 2006-2008*

- A leader in building a strong culture of design at eBay, including evangelizing a proven customer-centric approach and mentoring others and using design to drive business success
- Led the re-design of eBay's visual design system and guided the early development of eBay's pattern engine and the successful migration of the design system onto the site
- Led a cross-functional team in the visioning, design and implementation of a new finding experience for eBay Motors automotive parts business

##### *User Research Consultant, 2005-2006*

- Worked as part of an multidisciplinary user experience team to plan and execute user research for [eBay Motors](#) and eBay Express
- Conducted ethnography to understand the unmet needs for users in the Business & Industrial category of eBay

#### **Independent Consultant** | 2002 – 2006

##### **Armstrong World Industries**

- Led experience strategy and art direction for the re-design of [armstrong.com](#)
- Developed experience strategy, design and user research plan for *Design My Room*, which enables customers to experience Armstrong products in their own digital room scenes
- Developed information architecture and design direction for [designmyroom.com](#), a collaborative social networking site for sharing home renovation ideas

**Dun & Bradstreet:** Developed information architecture, UI & creative design and conducted user research for D&B's premiere credit reports

**JP Morgan Chase:** For [chase.com](#), developed business requirements, information architecture, UI design and design specs for several consumer banking transactional products

#### **Scient** | 1999-2002, Managing Director

Helped build Scient's Customer Experience Innovation Center to a worldwide group of over 120 colleagues and provided colleague care, mentoring and career development. Directed teams of strategists, information architects, designers and user researchers in the creation of user-centered e-businesses of \$1M+ engagements, including:

- Developed a unified user experience for [wellsfargo.com](#)
- Created information architecture and art directed design of [sephora.com](#)



**Experience**  
*continued*

**Studio Archetype** (acquired by Sapient) | 1994-1998, Design Director  
Directed teams in the development of web sites, corporate identity programs and digital branding systems for Adobe, Borders, 3Com and IBM

**Independent Consultant** | 1992-1994  
Developed a system of financial planning print collateral for Wells Fargo Nikko, a financial services company in San Francisco

**Aaron Marcus + Associates** | 1991-1992, Senior Designer  
Focused on simplified communications, including the design of a prospectus and collateral system for T. Rowe Price and collateral for Xerox

**Landor Associates** | 1989-1991, Senior Designer  
Designed corporate identity programs including the design and implementation of the Southwestern Bell (currently SBC) corporate identity program, which included the development of an interactive graphic standards guide developed in HyperCard

**Siegel & Gale** | 1986-1989, Senior Designer, NYC; Design Director, SF  
Worked as a designer in the Simplified Communications Group, a multidisciplinary team of writers, attorneys and designers to create simplified, user-centered documents, such as brokerage statements, billing statements and insurance documents

**Presentations**

**Nielsen Norman Group Seminars**  
*Managing User Experience Strategy: Lessons from eBay and Beyond*  
Full-day class taught in Seattle, Las Vegas, Barcelona and London, 2007 & 2008  
*Thinking by Design: How to Work with User-centered Cross-functional Teams for Maximum Product Innovation*: Full-day class taught in Barcelona and Las Vegas, 2007

**Education**

Carnegie Mellon | BFA, Major: Design; Minor: Technical writing

**Affiliations**

BayChi, Information Architecture Institute