

# Carol Bales

## User Experience Strategy & Design

### PROFESSIONAL GOALS

Help companies **develop best-in-class Web and mobile applications** leveraging user experience best practices.

**Craft actionable strategies** for research design and development to satisfy business goals and delight customers.

Lead UX teams in **research, analysis, design** and **prototyping**.

Help companies extend their brands and craft experiences in the **new cross-media environment**.

### QUALIFICATIONS

**Leadership:** Manager of a services group producing web applications and executive presentations. Project Manager and Interactive Producer supporting design and development of interactive applications for the health, telecommunications, utility and media sectors. Lead Interaction Designer and UX Strategist of brand-essential e-commerce applications and Web sites for multiple sectors including transportation, finance, hospitality, manufacturing, and consumer packaged goods. College-level instructor in field of UX and Usability.

**Research:** User research and usability testing in academic and business environments. Defining research needs, conducting research, analyzing findings and compiling recommendations for Web sites and applications.

**Design:** Fluent in definition of requirements then designing best-practice interactions to those constraints. Skilled at facilitating design activities including brainstorming, modeling, interaction design, prototyping and evaluation. User interface design of gaming interfaces based upon user experience best practices.

**Documentation:** High quality project documentation includes proposals, estimates, timelines and requirements definition. Research artifacts include test protocols, research findings, task flows and personas. Design artifacts include wireframes, interactive flows, site maps and prototypes.

### EXPERIENCE

#### User Experience Architect – Consultant

1997 – present

The User Experience Professional leads activities to design user friendly Web and mobile applications. Interaction design activities can include heuristic evaluation, requirements gathering, persona development, flow charts and wireframes, prototypes and usability testing.

#### Highlights

##### Brookdale Senior Living (January – August, 2015)

Provided with some initial concept research, our team articulated a prototype for a proposed sales tool to assist people searching for a senior living solution. Working closely with the client and the team, I helped refine requirements, performed high level interaction design, and performed usability testing on desktop and mobile prototypes.

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**InComm** (October, 2012 – August, 2013)

Starting with requirements, I prepared an Axure prototype to support a new reloadable transportation card for the Utah Transit Authority. Also performed interaction design of Web and mobile functionality for management of reloadable Visa cards through creation of interactive wireframes using Protoshare.

**Fiserv** (July, 2009 – September, 2010)

Responsible for designing user interfaces for multiple online bill pay applications. Along with a coworker, we planned and developed a growth strategy for a UX practice to research, measure and design better applications within the Biller organization.

**iCare**

The iCare call center application for Fiserv was redesigned in order to improve usability and increase efficiency. We performed task-based design to ensure that key information can be located within three clicks, and in most cases, two.

**Cartoon Network Fusion Fall** (September, 2007 – September, 2008)

For the Fusion Fall MMOG geared toward children, performed user experience design for online account creation and management functions, and made usability enhancements to the in-game user interface controls. (retired)

**Harrah's (IBM Interactive Studios)** (1998 – 2001)

The dot com site was redesigned to provide a single interface for all Harrah's properties, reservations, and rewards. Lead the information design team through detailed design. The site was designated one of the "Top 10 Most Innovative Web Sites in Nevada" by the Internet Business Alliance of Nevada.

**Art Institute of Atlanta - Web Design and Interactive Media Department** (June, 2009 - June, 2013)

As a faculty member of the Web Design and Interactive Media department, I taught UX courses including Web interface design, information architecture, mobile application design, internet marketing, narrative art, and usability.

**MCI – Manager Presentation Services** (1995 – 1997)

**EDUCATION**

Masters in Human-Computer Interaction, Georgia Institute of Technology, 2009

Bachelor of Fine Arts in Studio Art, University of Tennessee, 1986

**PUBLICATIONS**

["Managing Information in a Creative Environment,"](#)

Carol Bales, Ellen Yi-Luen Do, ACM Creativity and Cognition, 2009

**SOFTWARE**

Expert: Axure, Visio, Microsoft Office Suite

Skilled: Adobe Creative Suite, Omnigraffle, Protoshare,

Intermediate: HTML/CSS, Wordpress

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