

Dorothy Nelson

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OBJECTIVE

To craft positive user experiences and successful products, average consumer personas a specialty.

EXPERIENCE

Staff Interaction Designer - eBay, Inc.

June 2001 - July 2004

- **Redesigned the Sell Your Item form**, the primary listing tool used by eBay sellers. The redesign tasks included requirements gathering and negotiation with the Selling Business Unit and Product Management, designing and building eBay's first high-fidelity usability testing prototype using Javascript/VBScript/HTML, finishing designs based on usability findings and business feedback, helping to design a phased rollout for this sensitive product area, helping Quality Assurance, and post-launch mini-fix designs to address Community and business concerns. The redesign was estimated to reduce new user abandonment rates from 45% with the old form to 25% with the new one.
- **Helped coordinate several eBay Product Teams for the Turbo Lister product** (Windows client application selling tool) -- between business development/marketing, product management, usability, engineering -- to incorporate user-centered design into product plans with attainable project schedules, maximizing benefit vs. cost.
- **Acted as primary designer and contact for all selling projects**, mentoring newer designers and coordinating all selling-touching projects by creating a Project Management process known as Big Chart. Established and headed a recurring selling project brainstorm session enabling selling design collaboration.
- **Coordinated and assisted the development of consistent off-roadmap HTML marketing pages**, working as a product manager and UI consultant between Business/Marketing, Creative Design, and HTML developers.
- **Designed and helped to launch a variety of eBay products:**
 - o **Sell Your Item** form redesign, 2001 - 2003 (Revise Your Item, Relist)
 - o **Turbo Lister**, Windows Client Application for bulk selling
 - o **Selling Manager and Selling Manager Pro**, high volume sales tracking and management tools
 - o **Consistent Marketing and Landing Pages**, and **Iconography Redesign**
 - o **Recently Viewed Items** bottom-of-page reference
 - o **Multi-item Payment** flows (combining items from a single buyer for reduced shipping costs and ease of payment), focus on Selling Manager
 - o **Selling Features**: Suggested Categories, Spell Check, Feature Upsell
 - o **eBay Picture Services** (one-time picture hosting while selling) and **Picture Manager** (subscription picture hosting solution)

User Interface Designer - Webvan

February 2000 - April 2001

- Designed, prototyped, and ran usability studies for the Webstore, the customer-facing browse/search interface for selecting and purchasing products, and scheduling delivery slots.
- Designed and prototyped internal tools for Webvan's content managers and product publishers

User Interface Engineer - Constellar

June 1998 - January 2000

- Designed and implemented a next-generation database management tool using Visual C++.

User Interface Engineer - Inraspect Software (acquired by Vignette)

July 1996 - January 1998

- Designed and created, as part of a close-knit team, the Intraspect Knowledge Manager, a collaboration client for the Knowledge Server built for easy database collection and re-use of web, email, and file-based information. Implemented in Java, HTML, Visual Basic, and Visual C++.

User Interface Engineer - Aspect Telecommunications

October 1990 - September 1996

- Designed and created CustomView Editor: a reporting system for the Aspect CallCenter built using Informix' Wingz, SQL, FTP, and MS Windows SDK.
- Led a team of developers and acted as customer liaison in creating and maintaining a library of reports for CustomView Editor.

Software Engineer - Oracle Corporation

April 1989 - September 1990

- Designed and built composite objects (including a linked-text help object) and demo applications for two Oracle multi-platform (X Window, Macintosh, Presentation Manager, Character mode) toolkits.

Software Engineer - Bell Communications Research

March 1986 - March 1989

- Coded and helped to design DynaMICE (visual call management) in X Windows and Suntools.
- Helped to implement Cruiser, a video tool for facilitating unplanned interactions between distanced co-workers.

Intern Programmer and Artist - Computer Magic Ltd.

June 1983 - January 1984

- Designed and coded graphics for computer games on the Atari Home Computer.

SKILLS

- Wireframes, interaction flows, use case scenarios, storyboards, and personas
- Interaction design specification and documentation; Visio, MS Office proficiency
- Web development: HTML, JavaScript, VBScript, CSS. Cross-platform HTML development and optimization
- Application development: have programmed in Visual C++ and Visual Basic
- Image and icon creation, fluency in Adobe Photoshop
- Project management, fluency in Caliber RM requirements management tool

EDUCATION

New York Institute of Technology - Bachelor of Science in Computer Science, Magna Cum Laude

ACHIEVEMENTS

- Patent Pending through eBay: "[Method to Identify a Suggested Location for Storing a Data Entry in a Database](#)"
- 2nd place in eBay Competition for Accelerating Activation: "Suggested Pricing"
- Quarterly Engineering Award at Aspect Telecommunications