Elly Searle

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qualifications

13 years in the user-centered design field, with a unique blend of user research, interaction design, content creation, and project management.

Crafted user experiences for a wide range of technologies and users, from mobile apps to websites and from consumer audiences to power users.

Proven dedication to creating usable, useful, and desirable user experiences.

Experienced in cross-cultural user research and design.

experience

Content Developer II – Windows Content Services
Microsoft, Redmond   **Nov 2010 – present**

Own all UI text and work closely with researchers, designers, and project managers to craft the user experience for multiple Windows 8 apps.

Design and create web pages, videos, and help topics for communication and media apps (Mail, Photos, etc.), plus the new touch language and new ways of getting around the system. Participate in lab and field research, and analyze website data to identify which topics to cover.

HCI Research Intern
Microsoft Research Asia, Beijing, China   **Jan 2010 – Sept 2010**

Designed a mobile app that used location services to help with learning Chinese.

Led project's user research phase, analyzed the results to identify the most promising persona and use case, and then designed an app to address those users' needs. Created low-fidelity prototype (Balsamiq), led the field study, and contributed to published CHI paper.

Interaction Designer
VillageReach, Seattle, WA   **Oct – Nov 2009**

Designed a web-application UI to track and analyze health care indicators, for use in developing countries. Created use cases and wireframes focused on efficient data input and analysis.

Wrote style guide to help US developers better design for users in low-resource environments.

User Experience Architect
Entity Green Training, Amman, Jordan   **Jun – Aug 2009**

Solo project where I evaluated a stipend distribution system for a refugee training program.

Using contextual inquiry, heuristics, and iterative user testing, designed and implemented improved reporting system. Assistant now runs report alone, saving several hours a month.

Delivered recommendation report on wide range of attendance taking and reporting options.

Published paper at ISCRAM 2010 on teaching UCD best practices to not-for-profit field workers.

Senior Technical Writer
Speakeasy, Inc., Seattle, WA/Secure Computing, St. Paul, MN   **Aug 2001 – Jan 2009**

Created information architecture for an online knowledge base. Wrote all content. (Speakeasy)

To ensure a useful system, required coworkers (my users) to search for articles instead of sending the link. If they didn't locate the article, I revised search terms until they did. (Speakeasy)

Wrote all content plans, user documentation, and UI text for the company's flagship product, a firewall. Worked closely with developers, marketing, and executives. (Secure Computing)

Instructor
Dept. of Human-Centered Design and Engineering, Seattle, WA   **Sept. 2007– Feb 2009**

Taught an advanced business writing and oral presentation class. Content included proposals, recommendation reports, elevator pitches, persuasive presentations, and technical presentations.

M.S. in Human-Centered Design & Engineering, User Centered Design core
University of Washington, Seattle, WA   2007 – 2010

Relevant coursework: User Centered Design, Usability Testing, Research Methods, Statistics, Empirical Traditions in Tech Comm, Introduction to HCI, Interface Design, Information Design

Relevant projects: StepIntuit mobile application; Boeing touchscreen flight deck interface;

Smile on My Mac usability test; UW School of Nursing website redesign

B.A. in Communication Studies and English   **Magna cum laude**
Macalester College, St. Paul, MN   1994 – 1998

Wireframes, storyboarding, use cases, personas, information architecture, interactive prototypes, lab and field research, accessibility guidelines, best practices for localizable content

Excellent analytical abilities, report writing, and presentation skills. Enjoy project management, mentoring, and teaching.

Familiar with Balsamiq, Axure, Photoshop, OmniGraffle, CSS, HTML, and XML

Publications:

> "MicroMandarin: Mobile Learning in Context," (second author) CHI 2012

> "What is the Best Possible Design for All My Users?: A Single Question to Guide User-Centered Design in Low-Resource Environments" (solo author) ISCRAM 2010

> "Using User-Centered Design to Discover Motivation and Priorities in an Established Online Community" (first author) SIGDOC 2009

> "Cooperative Work on the Web" CSCW 2008