

VICKI HABERMAN

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PROFILE

User Experience (UX) Strategist, Researcher and Designer with over 15 years experience across the spectrum of research and design activities. Skilled in leading UX researchers and designers, as well as cross-functional teams, through iterative, incremental processes for gaining user empathy, identifying unique opportunities, and arriving at innovative solutions. Talent for guiding delivery of delightful end-to-end experiences that address integration of hardware, software and environments; convergence of devices and services; and continuity across platforms and media types. Expertise supported by consulting and corporate experience as well as PhD.

PROFESSIONAL EXPERIENCE

Alaska Airlines – Seattle, WA

2016-present

Seattle-based airline

Director, E-commerce User Experience

Lead a team of user experience strategists, researchers and designers in delivering high-performing, customer-facing digital experiences for Alaska Airline's \$3 billion, multi-channel e-commerce business, including its website (www.alaskaair.com), mobile applications and kiosks.

Slalom – Seattle, WA

2014-2016

Customer-focused business and technology consulting firm

Experience Design Director

Led the Experience Design (XD) team in Slalom's Seattle market. Provided guidance on a full spectrum of activities, including: design process/approach, product strategy, design facilitation, user research and insight, content strategy, information architecture, information visualization, interaction design, rapid prototyping and visual design.

- Set strategic direction for XD team. Defined and expanded key offerings, furthering credibility in the space. Developed XD team skills and supported project team delivery.
- Collaborated with leaders in software and platform development, business strategy and operations and business intelligence to deliver holistic solutions to complex problems and drive clients' visions forward from a customer-centric lens.
- Led and supported business development efforts from understanding client needs to crafting project approach, developing proposals and RFP responses, delivering pitches and aligning teams.
- Engaged with clients across industries, including communication, eCommerce, financial services, insurance, public sector, technology, and transportation. Partnered with clients to help define their product vision, roadmaps and end-to-end customer journeys. Created next-generation websites, portals, mobile products, big-data applications and connected devices. Clients included: Agilysys, Amazon, AT&T, City of Seattle, City of Kirkland, Group Health, Microsoft, Parametric, Safeco, T-mobile and Zonar.

First Data Corporation – Atlanta, GA

2012-2013

Global payment processing company with 24,000 employees

Director of User Experience in Innovation Lab

Established and led the UX research and design team, applying design thinking to innovate in payments industry.

- Conceived First Data's next generation B2B and B2C solutions to ensure company competitiveness against new entrants in a rapidly transforming industry. Provided cross-functional teams with leadership in user-centered and lean methodologies. Guided design research, information architecture, interaction design and visual design.
- Hired, lead and mentored research and design talent whose collective capabilities became a sought-after resource by colleagues company wide. When resource limitations prevented UX team from meeting all requests for project involvement outside assigned responsibility, created "if you teach a man to fish..." solutions.
- Motivated company-wide shift from designing end-to-end solutions (including sales, pricing, contracts, out-of-the-box, set-up, customer support, value added services and end-of-life experiences) based on internal bias and assumptions to designing based on user empathy. Created and gave compelling, persuasive presentations (storytelling) to senior executives on customer insights gathered through design thinking activities, acting as a catalyst for the change.

Independent User Experience Consultant – Atlanta, GA**2007-2014**

Allowed companies – creative agencies and technology startups – to bring in much needed expertise from single source rather than many. Engaged in experience strategy, design research and interaction design work and provided tactical deliverables on time, within budget, and of exceptional quality.

- Wireframes
- Site maps/User flows
- Concept sketches
- Use cases
- Personas
- Style guides
- Research plans/reports
- Requirements documentation

Echo Visualization, LLC (EchoViz) – Atlanta, GA**2003-2012**

Boutique design firm focusing on interactive digital experiences – www.echoviz.com

User Experience Strategist (2007-2012)

Provided specialized design services for clients in diverse industries, including mobile device, medical device, consumer product, industrial equipment, eCommerce and software as a service. Clients included: Alltel Wireless, GE, Hewlett Packard, LazyDays, MAKO Surgical, Nutro, Orkin, Sears, The Raymond Corporation, Toto and TurboChef.

- Created project visions and maintained the holistic view in resolving detail-oriented challenges of consistency, simplicity and elegance, resulting in successful end-to-end solutions that delight users.
- Managed teams and produced deliverables across research, information architecture, information visualization, interaction and visual design, and development activities. Exceeded client expectations while balancing resources, scope, and timeline.
- Appropriately integrated physical and digital interfaces in designing solutions ranging from surgical robots, to kitchen appliances and forklifts, leveraging industrial design background and knowledge of human factors.
- Developed and executed design research protocols, including contextual inquiry, stakeholder interviews, expert reviews, card sorts, prototype evaluations and usability tests, bringing user-centered practices to organizations and projects typically driven by business goals and concerns and/or technology capabilities and initiatives.
- Developed new business, by creating successful project proposals and pitches and increasing EchoViz's visibility and reputation through presenting at local, national and international conferences and networking events.

Interaction Designer (2003-2007)

- Delivered solutions with consistent brand language and management, by establishing conventions for interacting with content across multiple channels and transitioning traditional media into digital formats.

Shepherd Center – Atlanta, GA**2002-2007**

Rehabilitation Engineering Research Center for Wireless Technologies

Research Project Coordinator

- Gathered information from individuals with disabilities on their needs associated with mobile devices. Designed and evaluated prototypes. Leveraged insights to develop and deliver design training for wireless industry.

Georgia Tech, School of Industrial Design – Atlanta, GA**2002-2007**

Instructor / developer of curriculum for product interface design coursework

Design Science – Philadelphia, PA**2000-2001**

Design consultancy focused on fitting products to people

Interaction Designer

EDUCATION**PhD – Georgia Tech College of Design** – Atlanta, GA**2012**

Dissertation: Designing for Diverse Users, A Case Study on Touchscreen Smartphone Customization

Bachelor of Science in Industrial Design – Georgia Tech College of Design – Atlanta, GA

PROFESSIONAL TRAINING**Customer Focused Innovation Executive Education – Stanford Graduate School of Business** - Palo Alto, CA**2013**

d.school's Design Thinking Bootcamp + dialogue on strategic frameworks for developing innovative solutions and a customer-centric culture

The Effective Facilitator – Leadership Strategies Institute – Seattle, WA

2014