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**KARIN KELLERMAN**

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(610) 506-3119 ✉ kellerman\_karin@yahoo.com

**PROFILE:**

Proven ability to plan and manage technical web design projects. Skilled at analyzing problems to facilitate compromise. Expertise in organization, crisis response, and solution generation.

**WORK EXPERIENCE:**

**The Vanguard Group**

**Malvern, PA**

**Info System Designer / Information Architect**

**January 2002 – Present**

**Information Architecture / UI Design**

- Participated in design sessions with fellow team members to gain a solid understanding of the needs for Information Architecture for each project utilizing teamwork and cooperation.
- Actively pursued strategies for growing Information Architecture competencies.
- Depicted functional and business requirements through iterative navigation discussions, navigation and workflow diagrams, iterative white-boarding, page wireframing and detailed user interface design documentation.
- Developed standards, page layouts and elements by working with other Information Architects, Designers and Usability Engineers.
- Coordinated design development for the designer, architect, business leads, and programmers.
- Worked on design solutions that result from Six Sigma process evaluations.
- Developed a strong intra-page navigation system that helped correlate sections together in a logical manner.
- Worked with usability to create test scenarios and test material for usability testing.

**Project Management**

- Project plan and time estimate for small release updates, modifications, and change requests.
- Planning effective project kick-off meetings.
- Identify resource estimates.
- Develop an accurate schedule for project activities.
- Coordinated complex requirement changes between the design team, the development team, the content team, and the business team.
- Manage two projects aimed towards creating a consistent design process.

**Business Analysis**

- Provided a solution that would work for the participant while still meeting the business needs; emphasizing the participant needs over the business goals.
- Assisted in the developed of a new method to filter a list of funds by pushing the boundaries of what had been traditionally done through the introduction of DHTML.
- Consolidated a long and confusing process into a few clear, concise steps.
- Negotiated and worked with the development team to develop a solution that was best for the participant, but was also technically feasible given programming and back-end constraints.

**MindTree Consulting, Pvt. Ltd.**

**Somerset, NJ**

**User Experience Lead / Information Architect**

**November 1999 – December 2001**

- Balance the user's visual and cognitive needs, the technical constraints of design and the client's business requirements.
  - Manage the transition of the user interface from creative design to production while focusing on site standards and quality control.
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- Create wire frames, user flows, page specifications, and use cases for site requirements.
  - Communicate site requirements to the technical team during site development.
  - Continually employ creative and Information Architecture concepts, including branding and image, navigational models, user profiles and segmentation, site maps and flowcharts.
  - Gather, manage, and analyze new requirements for [www.avis.com](http://www.avis.com), [www.assettrade.com](http://www.assettrade.com), and [www.bpamoco.com](http://www.bpamoco.com)

**Projects:**

- Avis – Redesigned existing Avis.com site to address a more global market characterized by users having increased mobility and a need for easily accessible information.
- AssetTRADE – Redesigned the existing site for improved IA and usability to facilitate site navigation.

**Merck & Co., Inc.**

**West Point, PA**

**Data Coordinator**

**July 1999 – November 1999**

- Coordinated data and information for Safety Assessment during phase 1 clinical trials.
- Edited, wrote and designed a 20-page quarterly department newsletter using Adobe PageMaker and PhotoShop.
- Assisted with the organization of the yearly worldwide meeting involving 80 individuals from three countries.

**Nielsen-Kellerman Co.**

**Boothwyn, PA**

**Consultant**

**Aug. 1998 – Present**

- 1998 developed an E-commerce Web site for a consumer electronics company.
- 2004 initiated the redesigning the website to account for users requests

**EDUCATION:**

**West Chester University, University of Delaware**

**July 1997 – February 1999**

Continuing education in Biology, Chemistry, Biochemistry, and Statistics.

**Lehigh University**

**September 1992 – June 1996**

BS in Biochemistry, music minor.

**Post Graduate**

**January 2002 – Current**

Have attended conferences and / or training in Six Sigma, 'Presenting Data and Information' by Edward Tufte, LearningTree.com, Taxonomy Design, and 'Practicing Information Architecture' by Jared M. Spool.

**APPLICATIONS:**

- Skilled with Adobe PhotoShop, Adobe ImageReady, Adobe Illustrator, Adobe PageMaker and Advanced Power User of Microsoft Office.
  - Experienced in HTML coding, HTML authoring and JavaScript using HomeSite, NotePad and Dreamweaver.
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