

Betsy Boehm Bland

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QUALIFICATIONS SUMMARY

- For over six years, Betsy has translated customer's objectives into intuitive and accessible websites and applications, incorporating each customer's unique visions with user-centered design.
- She has successfully lead teams in collaborating with a broad range of clients including health care, national security, and water security association customers.
- Betsy's unique background in computer science, visual art, business & strategy consulting, UX &UI design, and web development make her an essential asset through the entire project lifecycle.

LANGUAGES/SOFTWARE SKILLS

Platforms: Windows, Mac, UNIX

Tools: IBM Eclipse, Coda; Adobe Illustrator, Photoshop, InDesign; MS Access, Excel, PowerPoint, Visio, Word, SharePoint; Balsamiq.

Development: (X)HTML, CSS, JavaScript; C++, Java, JSP, Struts Framework, J2EE; CVS/SVN/version control.

EXPERIENCE

User Experience Designer | SRA International Arlington, VA

12/2007 – Present

User Experience Practice & Usability Center of Excellence

- Lead the gathering and analysis of user requirements for a wide array of clients, capturing the user needs through workflows, wireframes and specification documents.
- Conducted research through multiple methods including heuristic reviews, surveys, user interviews, and usability tests to develop intuitive IA and interaction design.
- Successfully translated designs into well-structured, accessible XHTML & CSS for multiple web-based applications; worked with system developers to integrate the markup with ColdFusion and Java.

Water Security Network (WaterISAC)

- Assisted client in defining and developing marketing strategy.
- Conducted content audit of existing site, redesigned the IA to realign with marketing strategies. Designed new branding/logos and updated look and feel. Converted designs to cross-browser (X)HTML/CSS, utilizing Blueprint CSS framework.
- Conducted content audit of secure portal, developed information architecture, taxonomy for Jive/Clearspace Social networking platform. Served as Content Management team lead and established content migration and management strategy.
- Conducted user interviews and analysis of portal usage to identify areas for improvement and growth. Developed strategy for improving usability and utility of portal.

Systems Analyst | Deloitte & Touche Washington, DC

1/2006 – 12/2007

Transportation Security Administration (TSA)

- Researched best practices to make the existing user interface design more effective; prototyped solutions in working HTML and JavaScript mock-ups for client/user review.
- Developed interface enhancements and offline data entry using Java, JSP, Struts, HTML, and JavaScript.

Consultant | CGI-AMS Fairfax, VA

7/2004 – 1/2006

Centers for Medicare and Medicaid Services (CMS)

- Served as point person for usability design, 508 compliance, and HTML/CSS coding issues.
- Developed over 100 HTML/JavaScript pages for a transactional website using Dreamweaver and Photoshop.

EDUCATION

Duke University (Durham, NC)

B.A., Computer Science/Visual Art; Honors: Dean's List

Graduated 5/2004

Center for Global Education - Augsburg College (Central America)

Studied social justice and sustainable development in Guatemala, El Salvador, and Nicaragua.

Fall 2002

AFFILIATIONS & TRAINING

- UPA DC, IxDA, DCWW
- Adaptive Path UX Intensive four-day workshop; attended December 2008.

HOBBIES

Triathlon training, snowboarding, black & white and color photography, graphic design