Elizabeth (Lisa) Hao Mullinaux
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MISSION

- To be an effective and sought-after mentor to the group and maintain an exceptional competency in high-pressure, high visibility situations;
- To exhibit the ability to balance participation efficiently across multiple projects, while continuing to lead large and technical complex projects, always with a strong organizational ability and attention to detail;
- To approach projects with innovation, ownership and accountability, and participate as a positive team player.

PROFESSIONAL EXPERIENCE

Senior UX Solutions Consultant   **Energy/Utility company (via EMC)**
AUG '07 – NOV '07   Bellevue, WA

Three month consulting engagement in Bellevue, WA for a major energy/utilities company; brought in to help determine the plan for their intranet redesign.
- Conducted contextual inquiry interviews, heuristic evaluation, field observation interviews with participating business units
- Compiled findings/assessment documentation and a follow-up presentation highlighting best practices, concepts and risks.

Director, User Experience (consultant)   **Studiocom** www.studiocom.com
APR '07 – JUN '07   Atlanta, GA | Boston, MA | Los Angeles, CA

- Actively collaborate with the other discipline leads in offering input to critical sectors of the organization: Sales, Strategy, and Process
  - Offer strategic input for incorporating user experience products and services into sales efforts, such as working with clients to understand/identify which services will best address their concerns, establishing measures of success and ROI as it relates to the user.
  - Create and customize documentation to address user experience needs for all phases of a project – both direct and supporting; ensure that each type of document addresses the needs of the project, disciplines and client; promote the importance of consistency of each document via training and communication within the user experience group; validate usefulness of each document throughout projects and fine tune as necessary; manage process iteratively to understand what elements are unchanging and what should to be flexible based on client needs.
- Leadership of the User Experience Group
  - Manage process and collaboration between the User Experience group and the other disciplines with the goals of streamlining and improving the communication, and increasing productivity and efficiency, while maintaining the high standards of creative output.
  - Set tactical and strategic goals, maximize efforts and diminish redundancy
  - Create job descriptions and criteria for User Experience Specialists; staff each of the company's three locations, establish internal process to promote growth, communication and fulfillment; advocate for and mentors specialists to develop and mentor leadership roles for each office location.
  - Facilitate "post mortems" of projects to gather key learnings and incorporate in to the ongoing improvement of process.
  - "Own" the Intranet development, and its ongoing improvement and integration in to the developing company wide process changes.

Manager, User Experience   **CBS Interactive** www.cbssports.com www.cbsnews.com www.cbs.com
JUN '06 – FEB '07   Ft. Lauderdale, FL | New York City, NY | Los Angeles, CA

- Responsible for quality user experience of all of CBS' online presences – ranging from the major websites (CBS Entertainment, CBS News and CBS Sportsline), to the "microsites" and partner sites (i.e., Startrek.com, Insider.com, NFL.com, NCAASports.com).
- Focused on high visibility/user impact and major revenue products such as innertube™, March Madness on Demand (MMOD), Evening News with Katie Couric (simulcast and on-demand viewing), as well as balancing a proportionate amount of time to addressing the daily challenges of maintaining our loyal users' concerns.
- Collaborated with key business units to ensure that each venture on the web considered and fulfilled the unique user experience, thus encouraging the user to return.
- Brainstormed with the marketing group in assessing the balance between a successful user experience and

attaining business revenue goals; architected methods that offered success to both groups of users – the site visitor, and the advertiser.

- Analyzed user statistics via web analytics tools (Omniture, ForeSee), industry reports (Nielsen Net Ratings, Media Metrix) and other sources of research (Pew Internet). Discussed and developed with market research team customized reports to gain deeper insight into user behaviors.. Assessed other tools in the market as an ongoing effort to better understand the users.
- Encouraged open communication with all levels of the organization, from sales support to the executive team, as an ongoing practice of the evangelism of usability and full disclosure of the user experience group's ongoing efforts.
- Managed and mentored the user experience team, to encourage growth, learning and empowerment.
- Established processes for 2007 utilizing a range of methods for testing, from heuristic evaluations, surveys and questionnaires, to remote testing, formal labs and instant "face-to-face" testing with a mobile lab set up.
- Initiated and facilitated a contractual relationship with Jeffrey and Bryan Eisenberg (Future Now) to discover the path to higher conversion rates via the optimum user experience.
- Attended conferences and seminars both in the realm of the industry as well as Usability/User Experience to stay on the forefront of new methods and technologies.

User Experience Consultant
JAN '04 – MAY '06

Independent Contracts
Denver, Colorado

- *Jackson Hole Lodging(www.jhresortlodging.com)*
- *Silver Mountain (realestate.silvermt.com)*
- *Vail.net (web.vail.net)*
- *Coach USA/Gray Line (www.coachusa.com)*
- *Edgewater Beach Hotel (www.edgewaternaples.com)*
- *Registry Resorts (www.registryresort.com)*
- *Boca Resorts (www.bocaresort.com)*

- *Telluride Ski & Golf (www.tellurideskiresort.com)*
- *Beaver Creek Resort Company (new web presence)*
- *RTP (www.rtp.com)*
- *Luxury Resorts (www.luxuryresorts.com)*
- *travelCLICK's iHotelier reservations engine (customized for the Luxury Resorts family of resorts)*

As the primary usability expert for RTP's Internet Solutions, produced valuable and critical information contextual to the five stages of a project (Discovery, Definition, Design, Development and Deployment) – heuristic evaluation, competitive analysis, contextual inquiry, surveys/questionnaires, wire frame/prototype testing, lab testing, etc. for the companies listed above. Documentation produced to ensure clear understanding of current and potential issues, recommended actions. A criticality and priority rating was assigned so that project management could phase out development efforts, and budget accordingly.

- Venture Outdoors, Pittsburgh, PA A non-profit organization "dedicated to promoting outdoor recreation and Western Pennsylvania as a great place to live, work and play outdoors." Conducted heuristic evaluation of web site; proposed changes and upgrades included (1) the ability to donate, (2) becoming a member and (3) "shopping" online.
- StillSecure, Louisville, CO Conducted, assessed and submitted recommendations documents for (Alpha and Beta) testing of a network security intrusion software product. Critical changes were implemented 1 week ahead of release date deadline.

Sr. Information Architect
Lead Usability Engineer
AUG '01 – DEC '03

Trip Network Inc. |Cheaptickets.com
http://www.cheaptickets.com
Englewood, CO

Responsibilities: Built the usability program from scratch; brought the program in from an outsourced status to a completely self-sufficient program. Created the process, developed key goals and initiatives, wrote, implemented and analyzed test plans and results to best benefit the client. 2003 goals were to complete 8 usability tests; actual goals for 2003 exceeded expectations with 27 tests (including, but not limited to: formal labs, heuristic evaluations, "Informal" usability labs, focus groups, surveys).

Evaluated, improved and documented IA design and process methodologies, to improve team productivity and quality of work. Responsible for user centered design research tactics such as user and task analysis, field studies, usability testing and survey design, to improve user experience through site and conversion rates. Led a user-centered methodology, producing workflow diagrams, user scenarios, flowcharts, storyboards, paper and interactive prototypes, as well as written interaction specifications, to create a consistent process necessary to develop pages.

Assured project compliance with development processes and standards, while demonstrating an open mind toward flexibility in the interest of what is best for the user, to ensure consistency in design of the sites. Conducted online research to determine latest trends and technology advancements to improve the site's usability, to keep us on the cutting edge and constantly moving forward. Researched and developed an accessibility plan, to advocate for an

equally successful experience to those users.

Lead/collaborate with the Information Design group (4 IAs, 2 front end developers) to continuously strive for more effective processes, deliverables and knowledge to support the evolving growth of our users, as well as future product needs. Conducted regular "brown bag" lunch meetings to prepare for the HFI Usability Specialist certification. Regularly submitted employee evaluations to the group's manager and mentored each person individually, based on their needs, drive and interests.

ADDITIONAL CONSULTING EXPERIENCE

IA/Usability Engineer   Jeppesen (Independent contract via agency)
2001   Denver, CO

Responsibilities: Contracted to conduct research and analyses for an aviation industry client to help in targeting their new website more directly to their market segments. Studies include Heuristic Evaluations, User Profiling, Surveys and Questionnaires, Use Cases. Documentation is precise to act as a road map for both front and back end development teams, through site maps, functional flow charts, wire frames and the functional specifications document.

Usability Engineer   Agilent & HP (Independent contract via agency)
2000 - 2001   Denver, CO

Responsibilities: Created and built the truly usable usability lab environment. Proposed, planned and implemented usability testing to clients. Collaborated with the multimedia, marketing groups and other contractors to design the best user experience, for both the end users and support staff on the client side.

Internet Project Manager   Convergent Communications
2000   Denver, CO

Responsibilities: Owned website design and strategy, usability, information architecture process. Managed content workflow and web content update processes, including content management tools administration. Ensured all projects are completed on time/budget by determining project steps, activities and timelines, communicating project status, and developing contingency plans.

Web Developer   QuixoteVision
1999-2000   Denver, CO

Responsibilities: Web design and development from concept through functional web site. Included market analyses (research, customer focus), projections, research and development of products, services and technologies as needed. Clients included: agro-chemical company, religious institution, manufacturer, protea wholesale/retail broker, physical therapist. Most complex undertaking: redesigning intranet of a large corporation with 6000+ files.

Web Manager   Qwest Communications International
1998-1999   Denver, CO

Responsibilities as the **Information Architect**: Implemented strategies and successful development and integration of web-based support technologies, while maintaining a creative and innovative point-of-view. Continuously researched to discover quality web solutions, appropriate to the nature of the challenge, define and implement near and longer-term strategy web site, and worked with the web team to translate and adapt ongoing marketing initiatives to an online, interactive environment. Conducted usability tests for intranet/internet to assess using a uniform rating criteria users' issues with the site, from navigability to functionality to content. As **Facilitator** for the Web Steering Committee: set agenda, compiled, critiqued and streamlined web budget from $26m to $17.9m. Operationalized strategic principles; maintained a high level plan of web activities and expenditures; coordinated with various web domain development groups to maintain consistent customer experience; worked with the architecture teams to ensure that new capability implementation aligned with existing architecture.

ACHIEVEMENTS/SKILLS
- Member of Online Publishers Association's Sub-committee committed to discovering and recommending best practices for online video and its impact on advertising, functionality and user experience; 2006 – present.
- Landmark Education graduate and ongoing participant; 2004 - present.
- Woman of the Year 2003, Business and Professional Women's Association, Colorado
- Recipient of 2001 The Women's Vision Scholarship, Women's Vision Foundation, University of Denver (4 year all tuition paid scholarship). Attended University of Denver 2001-2003 in pursuit of a degree in Computer Science.
- Mentored students in the Denver Public School System to learn how to create websites, from concept through completion. Maintained websites for the Denver Citywide Marching Band and the Denver School of the Arts; 1999-2001.
- Featured in "Work at Home Source Book" (Lynie Arden, author), 1997.
- Collaborated with the State of Hawaii OCS Early Childhood Planner on: Early Childhood Education Action Plan for Economically Disadvantaged, Oct 1993 – Jan 1994. Awarded Head Start Collaboration Grant for $500,000.00, Sep - Nov 1995.
- "Art Start with Head Start" Video, Assistant Editor; Jun - Aug 1995
- Ran for political office 1994, Representative of 51st District (Kailua-Lanikai-Waimanalo).

CHARACTERISTICS
Perceptive, intuitive, diplomatic, solution-oriented mindset; very cognizant of my surroundings, potential crises and future needs.