

Misty A. McLaughlin | <http://mistymclaughlin.com> | <http://uxfornonprofits.com>

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OVERVIEW: Strategic and creative User Experience (UX) consultant specializing in nonprofit strategy, audience research, and designing engaging solutions to organizational problems.

PROFESSIONAL

Manager of User Experience
Convio, Inc.
Austin, Texas
1/2008 - Present

Lead and own all aspects of the User Experience consulting business, a \$3 million+ service line within a \$60 million software and consulting company.

Leadership: Oversee all strategic and creative work of an 8-person UX team, including audience research, information architecture, content strategy, usability, interaction design, and visual design.

Service strategy: Develop service offerings and delivery approach for UX engagements, including business processes for working as part of multifunctional project teams.

Sales: Conduct all aspects of marketing and sales for UX projects, including scoping, writing proposals, developing presentations, making pitches, and writing contracts.

Innovation: Deliver presentations and webinars and author articles and blog posts on user experience approach, tools, and benefits, specifically tailored to a nonprofit audience.

Selected Clients:

Jewish National Fund (www.jnf.org)
American Diabetes Association
(<http://diabetes.org>)
U.S. Fund for UNICEF
(<http://inspiredgifts.org>)

Selected Presentations:

Understanding Your Audience
Optimizing Your Web Presence (5-part series)
Transforming Your Web Presence

Senior Information Architect
Convio, Inc.
Austin, Texas
Jan 2007 – Jan 2008

Pioneered a User Experience consulting program for nonprofits, including consultation packages for information architecture, design, usability, and accessibility.

Client Consultation: Create strategies for nonprofit organizations to build a successful online presence, including stakeholder engagement, business requirements, user research plans, IA documentation, and content strategy.

Research & Recommendations: Conduct all audience research and document design recommendations. Deliverables included: sitemaps, wireframes, content inventories and analyses, user test plans, audience documentation, heuristic evaluations, personaes.

Thought Leadership: Wrote articles and gave conference presentations on user-centered practices and user research for nonprofits. Wrote for company's nonprofit tech blog.

Program Development: Hired and trained three new User Experience consultants to keep up with business demand. Ensured quality of all team artifacts and deliverables.

Selected Clients:

Autism Society of America
(<http://autism-society.org>)
Easter Seals Extranet
(<http://extranet.easterseals.com>)

Selected Materials:

Optimizing Your Website
Promoting Web Accessibility
Connection Café
(<http://connectioncafe.com>)

Interactive Project Manager
Convio, Inc.
Austin, Texas.

Lead all strategic Web projects for 4 national non-profit organizations and oversaw online project and campaign initiatives for many organizations.

Project Management: Oversaw and coordinated all aspects of online projects for client organizations, including new website and application launches, campaigns, ongoing

Selected Clients:

American Red Cross
American Cancer Society
Easter Seals
Defenders of Wildlife

February 2005 –
December 2006

performance analysis and optimization for improved results.

User Experience: Planned and implemented user experiences from concept to finished structures, including both front-end visitor and back-end administrator experiences.

Marketing: Served as online best practices champion to client organizations, training and promoting strong interactive marketing principles and recommending techniques.

Technical: Created technical configuration specifications and managed implementation specialists to build technical solutions.

Paralyzed Veterans of America
NAACP Legal Defense Fund

**Information
Architect & Web
Content Manager**
The University of
Texas
Austin, Texas
July 2002 –
February 2005

Planned, organized, and implemented UT's Web site for prospective students, a content-heavy site with 7 levels and thousands of pages.

Leadership: Collaborated with a team of programmers, designers, and administrators to meet both internal clients' and external constituents' needs.

Writing: Created content strategy and wrote all website content for launch.

Content Management: Served as content manager, creating all content quality materials, including SEO trainings and documentation on writing for the Web for distributed authors.

User Experience: Conducted focus groups, user testing, and user interviews.

Project Management: Acted as project lead for all online information services for prospective students.

Primary Project:

Be a Longhorn (<http://bealonghorn.com>)

**Freelance Web
Consulting**
2003 – 2010

Nonprofit Blog Consultant

Education: Consulted on content strategy, design, and structure for a multi-contributor creative writing blog by school-age students across the state of Maine through storytelling nonprofit The Telling Room.

Journalism: Designed and built the magazine's pilot legislative session blog, Texas Legislature Observed. Served as strategic content consultant.

Information Architect & Technical Consultant

Small Business: Designed and developed writer's blog and website.

Project: Consulted on content plan for associated book website.

Information Consultant

Small Business: Wrote all content and architected the user experience for an artist studio.

Community Development: Prescribed the user experience for Austin's East 7th Street Project.

Selected Clients/Projects:

The Telling Room
(<http://widgerwharf.wordpress.com/>)

The Texas Observer
(<http://texaslegislatureobserved.com>)

Michael Erard
(<http://michaelerard.com>)

Um the Book
(<http://umthebook.com>)

Fisterra Studio
(<http://fisterrastudio.com>)
City of Austin's East 7th Street Project
(now defunct)

EDUCATION

M.S., Information Architecture & Usability

School of Information, The University of Texas at Austin. 2007.

B.A., English and Women's Studies; Philosophy minor. Summa Cum Laude, Phi Beta Kappa. Southwestern University, Georgetown, Texas. 2002.

Center for Academic Programs Abroad. London, England. Fall 2000.

Selected Coursework:

Information Architecture & Design,
Interaction Design, Designing Digital
Communities, User-centered Design,
Usability (introductory and advanced),
Managing Information Organizations,
User Research Methods, Project

SKILLS

Fluency with HTML and CSS
Metadata, tagging, semantic Web, and taxonomy creation
Experience with a range of open source software applications, especially content management systems (e.g. Drupal, Joomla, ExpressionEngine)
Strong understanding of visual design principles and applications, including Adobe and Macromedia suites
PC & Mac expertise

MEMBERSHIPS

Information Architecture Institute (IAI)
Content Management Professionals (CMPros)
Usability Professionals Association (UPA)
Maine Interaction Design Association (Maine IxDA)