

Misty A. McLaughlin

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Website User Experience Consultant. I am a strategic consultant who helps not-for-profit organizations and small businesses use the Web to build relationships, cultivate community, conduct outreach, and offer an engaging online experience for their audience – from family and friends to local and regional communities to international populations.

Professional Experience

Manager of User Experience Consulting.

Convio, Inc. Austin, Texas. January 2008 – present.

- Create strategic plans for nonprofit organizations to build a successful online presence, including:
 - Audience analysis;
 - Content structure and strategy;
 - Design visioning; and
 - 3- to 5-year Web campaigns to engage their targeted audiences.
- Oversee all strategic and creative work of an 8-person team of consultants: audience researchers, information architects, content consultants, and designers.
- Manage all aspects of the company's User Experience consulting program, a \$1.5+ million business unit within a \$50-million software and consulting company.

Selected Clients: Jewish National Fund (www.jnf.org), U.S. Fund for UNICEF (<http://inspiredgifts.org>), Canadian Wildlife Federation (<http://cwf-fcf.org>), Lambda Legal (www.lambdalegal.org), Zero to Three Center (<http://zerotothree.org>), Safe Kids Worldwide (in progress), Bread for the World (in progress), American Diabetes Association (in progress), American Red Cross (in progress).

Senior Information Architect.

Convio, Inc. Austin, Texas. January 2007 – January 2008.

- Pioneered and developed a User Experience consulting program for nonprofit organizations, including for-fee consultation packages covering information architecture and design, usability, and accessibility for website visitors with disabilities.
- Developed and managed all aspects of consulting engagements, including content analyses and plans; business requirements documentation; stakeholder and user research plans; information architecture materials such as site path analyses, audience prioritization schema, and usage scenarios; layout wireframes; and usability evaluation plans.
- Conducted industry research resulting in several articles and conference presentations on user-centered practices and user research for nonprofits.
- Blogged for Convio's nonprofit technology blog, Connection Café (<http://connectioncafe.com>).
- Hired, trained, and mentored all new User Experience consulting staff.

Interactive Project Manager.

Convio, Inc. Austin, Texas. February 2005 – December 2006.

- Lead all strategic Web projects for 4 national non-profit organizations: American Red Cross, American Cancer Society, Easter Seals, and Defenders of Wildlife.
- Serve as champion to client organizations, promoting online communication best practices.

- Helped organizations plan and implement site architectures from concept to finished structures, including conducting content inventories, developing usability test plans, accessibility consulting, and wireframe creation.

Information Architect & Web Content Manager.

The University of Texas. Austin, Texas. 2003 – 2005.

- Planned, organized, and implemented UT's Web site for prospective students, a content-heavy site with 7 levels and thousands of pages (<http://bealonghorn.utexas.edu>).
- Collaborated with a team of programmers, designers, and administrators to meet both internal clients' and external constituents' needs. Conducted focus groups and user testing.
- Wrote all website content, and created all content strategy materials (e.g. documentation on writing for the Web, achieving search engine rankings).
- Served as project leader for all online information services for prospective students.

Freelance Web Consulting. 2003 – 2007.

- **Blog Consultant, Texas Observer.**
 - Designed and built the magazine's pilot legislative session blog, Texas Legislature Observed (<http://texaslegislatureobserved.com>). Served as strategic content consultant. 2005.
- **Information Architect.**
 - Designed and developed writer's blog and website, <http://michaelerard.com>.
 - Consulted on content plan for associated book website, <http://umthebook.com>. 2007.
- **Information Consultant.**
 - Wrote all content and architected the user experience for two local art project websites: Fisterra Studio (<http://fisterrastudio.com>) and Austin's East 7th Street Project (now defunct). 2003 – 2006.

Education

M.S. in 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.

Skills

- Fluency with HTML and CSS
- Metadata, tagging, semantic Web, and taxonomic/folksonomic skills
- Experience with a range of open source software applications, especially content management systems (e.g. Drupal, Joomla)
- 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)