

# MARY BRODIE ● USER EXPERIENCE LEAD



## SUMMARY

Practices value-based and user-centric design principles, capturing the essence of a brand while balancing user and company requirements (as documented in personas, user profiles, business or functional requirements, and brand strategy).

## DESIGN APPROACH

Direct, straightforward yet collaborative approach; brand-values assume the focus of all designs; defined methodologies guide the design process to create the best solutions; incorporates user feedback as much as possible during the process; considers the delivery device for solution (Web and/or mobile devices)

## KEY INDUSTRIES

Software (B2B), Financial/Insurance, Healthcare, Publishing/Printing/Information Services, Tourism/Travel, Real Estate/Mortgage, Consumer Products



## STRENGTHS

### Design driven by business goals and user requirements and user feedback

- Ensure that briefs and style guides are available and accurately define the project goals
- Leverage focus group data, personas, marketing statistics and financial projections/results in order to create an effective design solution; after a project launches, follow-up with the business to ensure that the design solution achieved goals; incorporate user feedback as much as possible during the design and development process

### Effective communicator, facilitator and mediator

- Collaborate with large teams (visual designers and copywriters including business teams and technologists as well as users) to develop effective design solutions within scope and schedule
- Develop solutions that meet business goals and reflect best practices in interactive design

### Strong entrepreneurial spirit

- Provided strategic, marketing and brand consulting for five startups; wrote marketing plans for two
- Consulted with founders about financing/funding and finding professional resources

### Team leader and project manager

- Experienced managing teams up to 60 people in onsite and virtual environments worldwide with project budgets up to \$500,000 USD

### Relationship builder

- Maintains a high-quality network of professionals in engineering, creative and business strategy
- Works with clients to identify and resolve project issues, and leverages alliances to develop solutions

## PUBLICATIONS

[Navigational Systems Defined by Customer Experience](#)  
[webreference.com](#), February 7, 2002

[Mary Brodie Outlines the Requirements for Developing Successful Navigations and User Experiences](#)  
[designinteract.com](#), February 13, 2002

[Internet Eavesdropping](#)  
[designinteract.com](#), March 22, 2006

## SKILLS

In-depth knowledge of user-centric design principles, project management, branding, marketing, Agile and eXtreme Programming methodology. Knowledge of the Rational Unified Process and UML. Knowledge of usability and testing methodologies. Solid understanding of object oriented programming and databases. Working knowledge of version testing and technologies, front-end development languages, email technologies, online marketing systems, search engine marketing.



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**KEY FIELD  
ACHIEVEMENTS**

- **Morgan Stanley** – consolidated access to over 20 information sources into 2-3 search interfaces; strategy included coaching the client on user-centric design principles; managed the design vendor to ensure proper implementation of Morgan Stanley’s style guide
- **Salomon Smith Barney** – led a team to concept a prototype site for brokers and other SSB employees where users would be able to access key functionality and information sources based on their profile (consolidating four screens into one); provided the architecture and creative direction for the project
- **AIG** – consolidated and standardized the user interface strategy for 5 products and managed the implementation of the UI (completed the project in less than 75 days); revised the interaction of the product application flow to increase leads received (and reduce leads lost)
- **Tourism Authority of Thailand** – led the interaction design to provide users with an experience of Thailand based on discovery, as if the user were a traveler; worked with team members in Thailand, Los Angeles and San Francisco
- **Thomson Financial** - Developed and implemented online brand standards across 17+ business units with 85% compliance; provided Web-related strategic (user design principles and technology) consulting and coaching
- **PsPrint** – worked with the marketing and IT teams to create a shopping cart that gave users the ability to predict costs and timelines for delivery (from printing to delivery time), so users could get print pieces when they needed them at the right cost
- **Women’s Funding Network** – revised the architecture of their product, “making the case.” Result was a significantly reduced training time, decreased support calls, and increased general usage. They are now focusing on adding features to the site to make it more appealing to their user base and distribute usage worldwide
- **EzRez** – collaborated with the product team to bring their online travel solution to industry parity; designed to support worldwide language translations, various product configurations and currency support; also designed to support data streams from multiple supplier databases and payment systems; facilitated usability review sessions to provide product feedback, recommendations and improvements
- **3PAR** – general consultant for information architecture at the site and marketing operations (lead management, marketing tools, Web site); lead the Web team as a project manager and Agile coach; implemented a CMS to support the Web site; facilitated focus groups and usability review sessions
- **Zinio** – translated an existing design approach to multiple platforms (iPhone/iPad to Android devices); reverse-engineered documentation and revisited design decisions specific to the platforms

**PAST  
EMPLOYERS**

- Hotwire
- Thomson Financial
- Art Technology Group
- KPMG Consulting (now BearingPoint)
- Total Creative, Inc.
- Aspen Technology

**CLIENTS**

- 3PAR
- Blue Shield of California
- Epsilon
- EzRez
- Hotwire.com
- Intel (ModemMedia)
- TopSource (Ontios)
- PsPrint
- Sheet Music Plus
- Xinity Technologies
- Zinio
- Charter Communications (Creative Lift)
- Tourism Authority of Thailand (Total Creative Inc.)
- DNA Direct (Carbon Five)
- Isilon (Carbon Five)
- Women’s Funding Network (Carbon Five)
- Zephyr Real Estate (Sprout Design)

**EDUCATION**

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| <b>Massachusetts Institute of Technology</b><br>Burchard Scholar<br>Writing Concentration<br>1989 – 1991 | <b>Simmons College</b><br>BA/English (Writing Option)<br>1992 – 1993<br>MA/English (Writing Option)<br>1994 | <b>Harvard University</b><br>media & writing<br>1992, 1993 |
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**VOLUNTEER  
EXPERIENCE**

Strong involvement in arts and professional organizations. Currently President of Simmons Alumnae in San Francisco. Previously involved with Fine Arts Museums of San Francisco, CSPA (marketing special projects, developed their brand strategy), the Yerba Buena Center of the Arts, Museum of Fine Arts (Boston) and on