

MARY BRODIE • SITE ARCHITECT, PROCESS DESIGNER UI & BRAND STRATEGIST



SUMMARY

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

DESIGN APPROACH

Simple, direct, straightforward approach that reflects both minimalist and post-modernist values; brand-values assume the focus of all designs; defined methodologies guide the design process to create the best solutions

KEY INDUSTRIES

Software (B2B), Financial, Publishing/Printing/Information Services, Tourism/Travel, Real Estate/Mortgage, Sports, Outdoor consumer products



STRENGTHS

Process design expert and experienced methodologist

- Simplified processes to be most efficient and effective (consolidated steps and documented offline processes to be implemented online)
- Adapted methodologies (e.g. eXtreme Programming) for teams during a project

Brand strategist who has established site strategy and direction

- Thomson Financial - developed and implemented a corporate site strategy that highlighted content and leveraged email, permission, and viral marketing programs; content development helped drive product sales for various divisions
- CSPA - developed a new brand strategy that promoted the strength of its network and events; both the new logo and marketing alliance program drove increased event attendance and partnerships to expand the reach of the organization throughout Silicon Valley

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

Seasoned team leader and project manager

- Experienced managing teams up to 60 people in onsite and virtual environments, within the US and internationally; project budgets were up to \$500,000 USD

Effective facilitator, mediator and communicator

- Collaborated with teams, including third parties, to develop effective workflow and communication processes
 - Hotwire – refined the email marketing development process so that teams consistently delivered materials on-time and maintained streamlined communications
 - AspenTech – led efforts in the Customer Support engineering team to resolve internal conflicts by developing guidelines that helped improve customer satisfaction and team morale

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 expanded solutions

PUBLICATIONS

Navigational Systems Defined by Customer Experience
webreference.com, February 7, 2002
<http://www.webreference.com/new/020207.html>

Mary Brodie Outlines the Requirements for Developing Successful Navigations and User Experiences
designinteract.com, February 13, 2002
<http://www.designinteract.com/insights/021302/>



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**KEY FIELD
ACHIEVEMENTS**

- Redefined client brand values and leveraged those values to develop the strategy and architecture for a new site. Defined new requirements, UI strategies, and flow diagrams, and wrote user profile documents
- Led Web user interface projects (strategy to implementation) for project budgets up to \$500,000
 - Morgan Stanley – consolidated access to over 20 information sources into 2-3 search interfaces; strategy included coaching the client on user-centric design principles
 - Salomon Smith Barney – developed a concept prototype 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)
 - 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 product application flow to increase the number of leads received (and reduce the number of 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
- Developed and implemented online brand standards across 17+ business units (Thomson Financial) with 85% compliance; provided Web-related strategic consulting to business units, coaching them on how to achieve their business goals online (user centric design principles, general Web technologies)
- Developed the brand and marketing strategy for a startup that produces outdoor lighting/speaker systems. Ensured that the brand system extended to future products and product families; developed brand values and incorporated them in the business plan and operations systems; marketing and production plans have proven to be on target with assumptions over time
- Led a team to streamline product installation process online, reducing the number of support calls required during installation and optimizing sales staff time
- Facilitated the development of guidelines/processes so the AspenTech customer support team could collaborate and perform better; process changes resulted in improved results in all measurement standards and the SSPA Star Award

**PAST
EMPLOYERS**

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

CLIENTS

- Hotwire.com
- ModemMedia (Intel)
- PsPrint
- Morgan Stanley (KPMG)
- Clariden Bank (KPMG)
- Holy Legends LTD
- Sterling Mortgage
- World Disc Games
- AIG (KPMG)
- Tourism Authority of Thailand (Total Creative Inc.)
- Dteknology
- Harbor Bay Realty
- MundusNovus
- Salomon Smith Barney (KPMG)

EDUCATION

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|--|---|--|
| Massachusetts Institute of Technology
Burchard Scholar
Writing Concentration
1989 – 1991 | Simmons College
BA/English (Writing Option)
1992 – 1993
MA/English (Writing Option)
1994 | Harvard University
media & writing
1992, 1993 |
|--|---|--|

**VOLUNTEER
EXPERIENCE**

Strong involvement in arts and professional organizations. Active volunteer at the Legion of Honor (Fine Arts Museums of San Francisco) and CSPA (marketing special projects, developed their brand strategy). Previously involved with the Yerba Buena Center of the Arts, Museum of Fine Arts (Boston) and on the board of directors for PeaceAmerica (start-up not-for-profit focused on inner city youth programs).

SKILLS

In-depth knowledge of brand strategy, user-centric design principles, project management, and marketing. In-depth knowledge of CSS and XML/XSL, and their implementation. Knowledge of the Rational Unified Process, UML, and the eXtreme Programming methodology. Knowledge of usability and testing methodologies. Solid understanding of object oriented programming. General knowledge of Flash (including dynamic development) and databases (database design theory). Working knowledge of version testing and technologies, front-end development languages, email technologies, online marketing systems, search engine marketing.