BONNIE K. BOUMAN

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UX DESIGNER

Solutions-driven UX Designer/Information Architect with 8+ years of experience, immersion training, patents, and accomplishments with e-commerce companies (Amazon.com, Corbis Corporation, Uniglobe Travel Online) for leading the efforts to increase findability and discoverability of digital content and improve the user experience. Passionate about website usability and the role of metadata and improving customer experiences. Key achievements:

- **5 years with Amazon.com as Classification Manager, Browse Development Manager, and Browse Lead/Developer**
- **3+ years as Search & Metadata Specialist with Corbis Corp. working with vocabularies, taxonomies, and metadata**
- **Earned US Patents related to method & system for navigating within a body of data using browse graphs**

Experience includes defining strategies and managing implementation of information architecture initiatives related to metadata standards and taxonomy development to ensure that customers understand the structure of the site and can locate relevant information/products. Proven ability to leverage data-driven insights into customer wayfinding behavior to deliver actionable plans for meeting user needs online. Strengths and qualifications:

- Enhancing content management and search
- Reviewing site analytics to identify findability issues
- Planning and conducting user research
- Leading new data initiatives
- Building rapport and working well with others
- Exceptional written and verbal communication skills
- Developing and managing controlled vocabularies, taxonomies, metadata, and classification schema
- Ensuring IA and metadata standards support traffic goals
- Improving user navigation experience and metadata strategy
- Analyzing research to improve customer experience
- Architecting new solutions for content or data problems
- Innovative thinking and sound judgment in problem solving
- Ability to multi-task in a fast-paced environment

PROFESSIONAL EXPERIENCE

USER EXPERIENCE DESIGN, INFORMATION ARCHITECTURE & TAXONOMY CONTINUING EDUCATION   *2009 - 2017*

Took time off from work and have completed an extensive amount of continuing education and training to optimize knowledge base, expertise, and skills in the areas of user experience design, information architecture, and taxonomy.

- Completed the General Assembly User Experience Design Immersive Course, an intensive 10-week course with comprehensive instruction on User-Centered Design Process. Collaborative projects involved Design Thinking for user research, sketching, user stories, user flows, user personas, card sorting, wireframes, prototypes, presentations.
- Attended Nielsen Norman Group UX Week, and IA Summit conferences
- Completed UCLA Extension classes on Search Engine Technology and User Experience Design.
- Attended Taxonomy Boot Camps in DC and CA, and Taxonomy & Thesaurus Creation workshop at ASI.
- Attended short courses and workshops on a variety of topics: Web Navigation & Faceted Search Design, Creating IA Deliverables with OmniGraffle Pro, Introto User-Centered Design, Intro to Navigation Design, Sketching for UX.

CORBIS CORPORATION   *Seattle, WA & Los Angeles, CA • 2004 - 2009*

Search & Metadata Specialist. Contributed to the success of this provider of digital historical/stock photography by enhancing and streamlining the user search experience and providing expertise in the areas of search, metadata, and controlled vocabulary/cataloging, while working cross-functionally with other departments on special projects.

- Developed new taxonomy structures to enhance user search experience.
- Created mappings aligning internal and external vocabularies, to enable quick ingest of new assets while maintaining high metadata standards.
- Cataloged images using established vocabulary, capturing subject, conceptual and image aspects of commercial and historical photograph collections.
- Researched and implemented changes to taxonomy according to metadata standards and imagery needs.
- Monitored and handled project requests from Media Cataloging, Localization, and Research teams.
- Identified and contributed to change requests for thesaurus.
- Developed Access database queries reporting on search logs and thesaurus change tracking.
- Developed Excel macros and spreadsheets to speed up assignments and tracking.
- Wrote documentation on mapping and data clean-up, to enhance training of new employees and to maintain consistency among team members.

SEATTLE INTERNATIONAL FILM FESTIVAL   *Seattle, WA • 2003, 2004*
Publicist / Volunteer Coordinator. Fulfilled the short-term role that included managing daily press screenings, tracking/analyzing press and audience response, assisting with film selection process, and coordinating volunteer efforts, including developing the volunteer website, updating the volunteer database and assisting with scheduling/orientation.

AMAZON.COM, INC.   *Seattle, WA • 1997 - 2002*
Classification Manager / Browse Development Manager / **Browse Lead / Browse Developer**. Initially hired as Browse Developer with (then) e-commerce startup; promoted through the above four roles with increasing technology management responsibility for staff leadership, identifying the browse/classification needs for the rapidly growing corporate needs, initiating improvements in systems/data quality, and developing/implementing new features/systems to improve the user experience.

- Improved quality of consumer browse/search results by performing production and builds for browse.
- Created and maintained browse taxonomy and content for top-level categories and boutiques.
- Developed and launched browse systems including bilingual trees for UK and DE, a monumental project that involved new scripts, new structures, translation, cross-cultural communication, training of five employees, new SGML connections, and coordination on all sides.
- Championed and evangelized "Browse system": front-end navigation, back-end classification, subject headings, categorization, metrics.
- Documented tools and processes on the Intranet, to train new team members and share knowledge cross-silo.
- Worked collaboratively with engineers to drive, test, and launch new features.
- Hired and trained software developers and successfully built and an integrated team: front-end UI, back-end software, data content, and taxonomy.
- Led and managed a team of employees, established benchmarks, and ensured completion of projects/tasks for all aspects of Browse & Classification--over 12 products, five types, and five countries.
- Guided and led the integration of Browse with internal systems: Search, Merchandising, Forecasting, Data Warehouse.
- Oversaw and maintained publication of documentation on Browse systems for a wide variety of internal users.
- Raised awareness and visibility through training boot camps, presentations to groups, and development sessions.

UNIGLOBE TRAVEL ONLINE   *Renton, WA • 1996 - 1997*
Internet Developer. Designed and maintained e-commerce Website for this online travel company using HTML, modular approach for reusability, and database gateway systems. Enhanced the user experience by designing dynamic systems for online forms, searches, data input, sales and tracking and managing online publication of travel products/promotions.

EDUCATION

B.S., General Studies – UNIVERSITY OF MICHIGAN, Ann Arbor, MI
International Education – ALLIANCE FRANCAISE, Paris, France & EUROPA KOLLEG, Kassel, Germany

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PATENTS

Patents: Method and system for navigating within a body of data using one of a number of browse graphs (co-inventor)
U.S. Patient No. 7,139,771 (11/2006); **U.S. Patient No**. 6,625,609 (09/2003)

PERSONAL

Strengths Finder: Learner, Input, Achiever, Individualization, Analytical
Superpowers: Engaged, Educated, Honest, Hardworking, Inspiring, Information Sharer, Process Improver, Team Builder.
Interests: Mac automation, Productivity tools, Science Fiction, Film, World History, Politics, Frequent Flyer Miles, HOAs.
Software: MacOS, Windows 10, UNIX, Excel, VBA macros, Sketch, OmniGraffle, PDFPen, Hazel, Keyboard Maestro, KeyCue, Phase Expander, Google Suite, Aperture, HTML, CSS, Markdown.