

K. Bella Martin

Professional Summary

I am an experienced Internet Product Manager with a strong balance of advanced visualization and business analysis skills. I hold a Masters of Design degree from Carnegie Mellon University, and have over 13 years experience in designing and developing web-based products and services. I also have over 6 years managing design teams, technical staff, and subject matter experts to deliver interactive web-based products from concept to delivery. It is my goal to introduce relevant and meaningful product solutions—informed by user-centered design processes—to the marketplace.

Internet Product Management Expertise

Product Design Strategy

Product Requirement Definition (PRDs) Documents
User Experience (UX) Audits and Evaluations
Competitive Audits and Analysis

User Experience Design

Exploratory Concept Diagrams
User Personas
Scenarios of Use
Lo-fi and Hi-fi Prototyping

User-Centered Research

Contextual Inquiry
Cognitive Walkthrough
Pluralistic Walkthrough
Heuristic Evaluation
Paper Prototyping
Think-aloud Protocol
Usability Testing

Information Architecture & Design

Flowcharts and Flow Diagrams
Site Maps and Navigation Systems
Wireframes
Schematics

Content Strategy

Content Development and Management
Instructional Writing
Copywriting for Print or Web
Nomenclature systems

Communication Design

Graphical User Interface Design
Color Theory and Strategy
Advanced Typography and Grid Systems

Education

2002-2004

Carnegie Mellon University

Pittsburgh, PA

Master of Design, Communication Planning and Information Design Cumulative GPA :: 3.9

Graduate Work

- Thesis Paper :: *Designing for Innovation*
- Thesis Project :: *Visualizing Research Methods* (currently pursuing publication)
- United States Postal Service :: *Domestic Mail Manual Transformation Project*
- Microsoft Research Group :: *Sharing Personal Media*
- Yahoo! Hotjobs :: *User Experience Intern*

1993-1996

Duquesne University

Pittsburgh, PA

Bachelor of Arts in English Literature, Minors in Biology & French Cumulative GPA :: 3.5

Cum Laude, Graduation Status

Professional Experience

2006 – Present

J. J. Keller & Associates, Inc.

Neenah, WI

Internet Product Design Manager

- Oversee the strategic roadmap and life-cycle product planning of the Prospera® web service, a sophisticated web-based management tool for HR Professionals that was launched in 2005. It has over 5,000 annual corporate subscriptions and boasts an 80% renewal rate.
- Define the product vision & direction, and ensure it stays consistent with J. J. Keller's corporate strategies and revenue goals. On a day-to-day basis, I manage the execution of user research plans, interactive feature development plans and content plans that I have created, as well as guide the user experience, information architecture, and high-level functionality for Prospera.
- Serve as the Prospera product evangelist both inside and outside the company. I lead a Prospera Advisory Board (made up of subscribers) and attend local and national SHRM conventions to better understand the challenges that HR Professionals face. I manage third-party relationships with AMACOM books, PayScale.com, and Kroll Background America to better meet the informational needs of our subscribers. I have solid, productive working relationships with marketing, engineering, sales management, and technical support staff to ensure that they understand the scope of product enhancements, and the value-proposition to subscribers.
- My passion for new technologies—combined with analyses of Prospera subscriber requests, competitive research, and legislative activity out of Washington D.C.—together ultimately serve as my inspiration for service enhancements. Based on the synthesis of this input, I prioritize the execution and on-time delivery of relevant, new content and enhanced interactive features.

Professional Experience <i>(continued)</i>	2004	Siegel & Gale	New York, NY
	Senior Information Architect		
	<ul style="list-style-type: none"> Project managed a team of designers in the design, development and product specification of the award-winning Allstate Advisor sales kit. The process was heavily informed by user-centered research, which included contextual inquiries, competitive analyses, surveys, participatory design sessions, and stakeholder interviews to uncover user needs and define context and experience goals. Skilled at translating research, evaluations and audits into actionable design strategies and innovative design solutions. Experience in negotiating decisions across client, creative and research teams for clients such as Allstate Financial, American Express, Dean Witter, and Ingersoll Rand. 		
	2001-2006	8 Sharp	Pittsburgh, PA
Designer & Managing Partner			
<ul style="list-style-type: none"> Experience leading teams and stakeholders through brainstorming sessions, requirements gathering and business-logic definition, while maintaining a user-centered design perspective. Performed User Experience audits and expert evaluations to verify that interactive products are easy to use and provide a consistent user experience. Clients include Moen, Carnival Cruise Lines and Mohawk Flooring. Created user-centered architecture documentation, such as interactive models, site navigation, concept diagrams, flow diagrams, and schematics. 			
2000-2002	Blattner Brunner, Inc.	Pittsburgh, PA	
Interaction Designer			
<ul style="list-style-type: none"> Translated brand strategies and market research into definitive project parameters, scope and critical success factors for clients such as GlaxoSmithKline, PPG Industries, and SEI Investments. Promoted an environment of high collaboration between visual designers, writers, programmers and interaction designers to achieve meaningful and effective end-user experiences. Group sessions focused on determining user-centered feature-sets and setting interface and editorial standards. 			
1998-1999	Lighthouse Interactive <i>A division of Blattner Brunner, Inc.</i>	Pittsburgh, PA	
Technical Coordinator, Lighthouse Interactive			
<ul style="list-style-type: none"> Managed technical team as Lighthouse Interactive grew from 6 to 30. Provided technical coordination of over 10 full-time technical outsources during the design of web sites and web applications. Assessed technical risks relative to interactive product design, and worked with clients and the design team to craft business solutions. Proved the technical feasibility of web applications by designing "proof-of-concept" prototypes that determined design efficacy. Represented a holistic view that resolved competing technical limitations, user needs, and client's business vision. 			

Awards and Recognition	Professional	Educational
	<p>2008, J. J. Keller Leadership Development Process Certificate of Completion & Recognition</p> <p>2005, Insurance Marketing Communications Association "Best of Show" award, Allstate Advisor Annuity Sales kit</p> <p>2003, Microsoft Research Design Expo Presented "Sharing Personal Media" project at Microsoft</p> <p>2003, Microsoft Research Design Expo "Most Outstanding User-Centered Design" award</p> <p>2001, Blattner Brunner, Inc. "Rock of Values" award</p> <p>2000, Adweek 91 of top 100 Interactive Agencies – Blattner Brunner, Inc.</p> <p>1999, Web Marketing Association Web Award – Pillar Funds Web Site</p> <p>1999, Pittsburgh Advertising Club ADDY – Civic Arena Web Site</p>	<p>2004, Carnegie Mellon University Inductee, Phi Kappa Phi Honor Society</p> <p>Summer 1996, Duquesne University Cum Laude, Graduation Status</p> <p>Spring 1995 – Spring 1996, Duquesne University Duquesne University's President's Award</p> <p>1994 – 1996, Duquesne University Dean's List</p>

References

Please feel free to contact the following references at any time regarding my skills and capabilities.

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[Dr. David Kaufer's Homepage](#)

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For more information about Bella, visit her online portfolio at <http://www.kbellamartin.com>