Deanna McCusker

deannajmccusker@yahoo.com www.deannamccusker.com



Objective

Full-time, partial role, or consulting position specializing in UX Design – user interaction design, accessibility, and/or user research

Achievements

Professional user experience designer in the high-tech and ed-tech industries with a thorough knowledge of design processes, prototyping tools, user research techniques, and accessibility issues, who has provided award-winning innovative design, led design teams to early product releases, and improved organizational understanding of user needs.

- Bookshare Readers launched new designs for mobile, web, and smart speaker that increased usage.
- Bookshare redesigned www.bookshare.org and simplified messaging that expanded Bookshare membership.
- Mifos MicroFinance Open-Source software UX overhaul during 3-month sabbatical from VMware.
- VMware Workstation 5 receives various awards for ease-of-use.
- Wrote VMware VirtualCenter case study in "User Centered Design Stories" edited by Carol Righi, Janice James.
- Designed first e-reader UI for NuvoMedia Rocket ebook, a predecessor to modern ebooks.
- Press applauds Taligent Places® for Project Teams UI as innovative. IBM patents on three UI concepts.
- Received high marks from attendees of "Designing for Usability" course at Cadence.

Skills

 Design thinking, workflow, accessibility design, smart speaker conversation design, iOS, Android, WC3 A11y, ARIA, Figma, Axure, Agile, Jira, Bootstrap, user research, A/B testing, heuristic evaluations, UX walkthroughs, focus groups, concise and simple writing, self-starter, collaboration

Experience

Benetech, Palo Alto, CA

Head of UX

2013 - Present

Bookshare Reader – designed <u>iOS</u> and <u>Android Bookshare Readers</u> and new Alexa <u>smart speaker</u> conversation design. **Bookshare** – redesign and user testing of the Bookshare website (<u>www.bookshare.org</u>) to improve the usability and accessibility of Bookshare's ebook library for people with vision impairment and learning challenges.

VMware, Inc. Palo Alto, CA

Sr. UX Designer

2004 - 2013

Designed the first user experience of VMware vCloud Suite 5 and vSphere 4. User experience lead for VMware Update Manager plug-in and VMware Workstation 5. Conduct contextual inquiries and usability testing, as well as mockups and specifications as part of design process. Redesigned Mifos microfinance software during 3-month sabbatical.

Knowmadic, Inc. Santa Clara, CA

Sr. UX Designer

2002 - 2004

Redesigned UX for Knowmadic Foundation Studio, a business analysis tool for 40-person startup. Responsible for all aspects of design including usability testing. Product shipped in 5-months and was easier to use than original.

Prior Experience

User interaction design and usability testing for: Intuit QuickBooks® and Quicken®, NuvoMedia Rocket e-book, Cadence Design Systems, Intel, Macromedia, Symantec, Hewlett-Packard, and Taligent.

Education