

Linda Gehard

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Executive Summary

I am a Sydney based UX Designer with a passion for creating engaging experiences for people. I have 15 years experience working in web design and development, project and team management and now mobile UI design and device design. I have worked across several industries including government, telecommunications, property management, banking and finance, and various consulting firms.

Professional Experience

I have experience in the following areas:

- **User Experience** – user research and testing, observation, scenario development, wireframing and workflow development, site mapping, design visualisation, stakeholder and client liaison, results analysis and reporting
- **Website Design and Development** – graphic layout, branding/identity integration, user interface design, template design, setting up CMS templates and customised layouts
- **Mobile UI Design and Development** – graphic layout, branding/identity integration, user interface design, information architecture
- **Industrial Design** – design research, user research and testing, basic concept sketches in Illustrator and Photoshop, product specification development
- **Graphic Design** – Print materials for marketing campaigns, company branding and identity development
- **Business and Marketing** – Event management, workshop development, project and team management, research
- **Other** – Interactive cd-rom application design, document and information management

Additional experience:

Software: Omnigraffle, Visio Pro, Axure RP, Photoshop, Illustrator, InDesign, Fireworks, Dreamweaver, MS Office

Web Dev: HTML, CSS, Javascript

CMS: Wordpress, Lotus Notes, Interwoven Teamsite, Microsoft CMS, Joomla, Textpattern

Education

Master of Industrial Design, University of New South Wales, Sydney (UNSW) 2003

Bachelor of Fine Arts in Industrial Design, University of Illinois, Chicago (UIC), USA 1992

Other Training

The Hiser Group - www.hiser.com.au 2000
User Interface Design and Usability for the Web and Software Training Courses (4 short courses)

User Experience Work

www.lindagehard.com January 2001 - Present

Consultant

Consulting privately on several different projects.

- User experience and interaction design
- Website design and development
- Information architecture
- Project management
- User interface design for web and software
- Content management and development
- Design research

Optus

January 2011 - July 2011

User Experience Architect

- Developed a section of a new customer care portal. Produced a complete first draft of wireframe design specifications working closely with stakeholders and UX team members to ensure proper alignment with overall project and Optus design guidelines.
- Designed a new pick & mix bundle research and purchase solution for the website. Produced wireframe designs and worked closely with visual designer to ensure end designs followed these and suited the project needs.
- As Lead UX Designer, designed a microsite for a new rewards program to be run through Optus including a registration and administration application. Working on very short time frames and within a larger team of stakeholders, developed a complete set of wireframe designs for the website. Conducted user testing on a prototype design developed in Axure. Worked closely with the developers and visual designer to achieve the best result for the client. Met all deadlines and maintained the highest standard for specification and Optus brand.
- Worked independently on projects but maintained contact and solicited involvement and advice of other UX team members as needed.

Amnesia Razorfish

December 2010

User Experience Consultant

Consulting on several projects as needed.

Centrelink / Department of Human Services contracted via Kata Professional June 2010 - September 2010

User Experience Consultant

- Designing a new website for the organisation which will serve to answer the challenge of Service Delivery Reform for Centrelink, Medicare and Child Support Program.
- Creating user centred design process plans for the project to meet agency objectives.
- Conducting user testing activities with clients of the agencies and reporting findings.
- Producing all necessary documentation to communicate design plan to the team and organisation.
- Working with a diverse team of developers, business analysts, visual designers, project managers and subject matter experts in a greenfields environment to achieve the site goals.

DpiD

December 2009 - March 2010

User Experience Consultant

- Consulted on the design for warehouse management software for a defence contractor using contextual inquiry to understand the various tasks, roles and responsibilities; developing personas from this work and using this information along with stakeholder requirements to develop initial workflows, designs and recommendations.

Boomworks

February 2009 - August 2009

User Experience Designer

- Designed a mobile website for YHA Australia. Did initial research into user needs, comparative analysis and stakeholder meetings to determine design direction. Then produced wireframe designs, tested a working prototype with users and worked closely with the visual designer and developer to achieve the best outcome. (m.yha.com.au)
- Worked as a User Experience Designer on an active team of designers within a busy web agency, developing interaction designs for web and mobile user experience.
- Conducted user research for various projects involving in person interviews with potential users and surveys using online survey websites.
- Developed scenarios for user testing.
- Observed and facilitated user testing for various projects.
- Analysed and produced reports documenting survey and test results.
- Created documentation for projects including wireframes, workflows, site maps and reports on research.
- Met with clients and stakeholders for project briefings and to present work progress.
- Presented ideas and learnings from various conferences and events to colleagues in professional development meetings.

- Worked as a Visual Designer on web and mobile UI and as an Industrial Designer on the broader range of Telstra products.
- Developed an asset library of knowledge around industrial design as it related to Telstra products, ie. mobile handsets, handheld devices, landline phones, video telephony, etc.
- Developed a Structural Branding Guideline for all of Telstra's products. This was a document aimed at product managers to aid them in the development of new products. It began as a "what is Telstra design?" document and became a plain english "what is good design?" instruction manual, offering points to consider for the various elements of the physical product design.
- Developed relationships with OEM manufacturers to ensure that Telstra's product customisation plans were successful.
- Worked with product managers to handle the industrial design elements of device customisation, ie. development and testing of product concepts, material and finish selection, review and customisation of product specifications to suit Telstra's segments and brand.
- Provided design concepts and recommendations for the development of the Telstra Easytouch Discovery, which is a phone aimed at 'connected seniors'. It offers basic phone functionality, large keypad and extra features aimed at making usage easier for the disabled, accessibility before features.
- Produced a newsletter on developments in the product design industry, the intended audience being business managers within the company with influence on products. The intention of this newsletter was to raise awareness of the Customer Experience Team and specifically industrial design within Telstra in order to drive service relationships with these potential customers.
- Developed UI designs for Telstra web and mobile projects. Developed concepts for Windows Mobile on Telstra as well as Telstra's 2G and 3G Business and Consumer portals. Developed initial concepts for MyConnect, Telstra's unified messaging product, producing prototype interfaces for user testing sessions which helped to determine product direction. Also, developed information architecture and user interface concepts for the Hiptop, reorganising the presentation of Telstra services on that product.
- Developed testing prototypes and helped in the planning of user testing sessions. Regularly observed testing sessions to gain an understanding of customer needs. Working with another designer, wrote a brief for market research testing into preferences with regard to physical attributes of any products sold by Telstra.
- Worked closely with stakeholders in developing design solutions.
- Travelled to site locations as necessary for project requirements

User Interface Designer - Contract

- Created visual designs for Westpac online banking, working independently within a team of 6 user interface designers
- Created visual designs for a new section of Hiser's website working with 2 other team members.
- Created wireframes and edited existing requirements specification documents.

Service Design and Event Management Work

DIA Student Council Co-ordinator

- Managed the efforts of a group of 5 student councillors who run various portfolios on council all related to helping students transition into the workforce. Mentored new councillors in their roles.
- Performed information and communication liaison responsibilities to State Council, media and interested parties.
- Managed documentation for DIAS Council.
- Managed projects and events through to completion.
- Supervised and contributed to the organisation and running of our biggest Portfolio Design Workshop to date on 16 August 2008. Development and consistently good management of this workshop over the years led to its inclusion in the annual calendar of events for Sydney Design Week in August. MC'ed and produced a book of interviews with design professionals on job seeking and portfolios for the event.

Design Institute of Australia (voluntary positions) continued

DIA NSW State Council Secretary

- Organised administration duties for state level council.
- Helped organise as many as 15 Continuing Professional Development events annually for design professionals.
- Perform information and communication liaison responsibilities to National, NSW members, media and interested parties.
- Managed documentation for NSW Branch.

DIA Student Council Workshops/Seminars Organiser

- Co-ordinated workshops for student level council on various topics related to the design industry, used feedback and observations to tailor events to audience needs over time creating memorable events.
- Managed projects and events through to completion, documenting feedback and observations for record.
- Created a business model for workshops which brought consistency and greater exposure to the DIA Student Council.
- Developed a visual brand for all Student Council promotional materials, some cold calling, liaised with various service providers.
- Co-ordinated team members.
- Developed workshop/seminar concepts and topics and organised speakers on those topics.
- Wrote and/or co-ordinated scripts and briefings for the various speakers.

Prior Web Design Work

InterfaceFLOR

February 2007 - April 2007

Web Designer - Contract

- Content management and migration to new site using Lotus Notes CMS.
- Helped develop and refine site structure.

Westfield Group

May 2006 - July 2006

Web Designer - Contract

- Designed and built new sites within Westfield's domain as part of the Digital Business Group.
- Determined standards for new sites according to branding guidelines.
- Conducted site maintenance.
- Liaised with internal and external clients throughout site construction from design concept through to implementation.
- Created wireframes and workflows as well as visual designs for new sites.

Meat and Livestock Australia

September 2004 - March 2005

Online Communications Coordinator - Contract

- Content management of all sites under the MLA umbrella.
- Provided training to new users of content management system.
- Content migration from old to new site design using Microsoft CMS.

Ideal World Pty Ltd

May 2001 - August 2001

Freelance Graphic Designer

- Created cd-rom applications for clients which utilised interactive pdf and 3D animation in cohesive presentations of their message.
- Designed promotional print material for clients in related campaigns.
- Managed the projects through each stage.

Australian Business Limited

July 2000 - December 2000

Web Designer - Contract

- Redesigned top level pages for Australian Business Limited Web site.
- Conducted usability testing of page designs with organisation members in individual test sessions using activity scenarios.
- Created interface designs and graphics for other affiliated web sites such as Chambernet, Australian Health Online and Workplace Info.

Westpac Banking Corporation

July 1999 - July 2000

Web/Interactive Designer

- Created graphics for all internet media released by Westpac including banner ads.
- Designed graphics for the Westpac, AGC, Bank of Melbourne and Challenge Bank websites bringing them all in line with Westpac's branding guidelines.
- Coded web pages (maintenance and updating).
- Contributed significant design and site maintenance work to Westpac Broking and Westpac Home Loan Centre sites.
- Won an Achievement Award for efforts as part of the Westpac Broking development team.
- Liaised with key business unit managers in the development of all sites worked on.

Compaq/Digital Computers

January 1999 - July 2000

Freelance Graphic Designer

Hypercom Net Transactions

September 1997 - February 1999

Graphic Designer

Show-Ads Interactive (later known as SAI Media)

April 1997 - September 1997

Freelance Web Designer

Optus Vision

April 1996 - November 1996

Document Controller/Web Designer - Contract

Professional Affiliations & Honours

UX Australia Speaker - 10 minute talks: The BluTack Gun

2011

Australian Web Awards Judge

2010

Information Architecture Institute Member

2009 - Present

IA Peers Group Member

2007 - Present

Member Design Institute of Australia (DIA)

2002 - 2008

Oz IA Organiser - www.oz-ia.org

2008 - Present

Project management for event, website design and development and conference volunteer

Member DIA Student and State level Councils

April 2002 – August 2008

Other Interests

Reading, photography, good food and wine, culinary excellence, theatre, amateur drama, kung fu, tai chi, rockclimbing, pilates, yoga, soccer, motorcycles, patternmaking for fashion design, sewing, drawing, painting, travel.

References

Available upon request.