

UXalliance Senior Staff Biographies

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Partners

1. Axance (France)

Frederic Gaillard, Director and Founder

Frederic Gaillard is founder of Axance - the leading French firm specializing in user experience design for digital services.

Frederic is responsible of the International Research at Axance: he has provided ergonomic and business analysis, usability and user experience testing for more than 150 online services since 1999.

Before founding Axance, Frederic was a design consultant at various companies, but he had a passion for UI (user Interface) and Technology Adoption. He founded Axance to focus on consulting and advisory services specialized in the Internet and mobile services from business plan all the way to tracking results.

Frederic holds a diploma from the « Ecole Supérieure de Design Industriel-Paris », a MSc in Management and a BSc in Art History from La Sorbonne, Paris.

Cyril Alegre, Consultant

Cyril is a usability consultant for Axance's User Research department. Cyril has been working for Axance for the past three years, helping build the most usable UIs possible based on interviews and observations of users in action. Cyril has a strong background in task analysis, user-centered design, and qualitative & quantitative research methodology. His general interests lie in the effect of information presentation on learning and performance and the operative modes involved in the use of different types of interfaces: web, touch screens, handheld devices, video games, etc. Cyril is fluent in English and has long been involved in international research.

Prior to joining Axance, Cyril completed an MA in Cognitive Psychology with a concentration in Human Factors & Applied Cognition at the University of Toulouse. He also completed a BA in Applied Foreign Languages (English, Spanish) at the University of Montpellier.

Sophie Perret, Consultant

Sophie is a usability consultant for Axance's User Research and User-Centered Design departments. She managed a great number of User Research and User-Centered Design projects for the bank, tourism, culture, telecom industries among others. Sophie builds up operative specifications and recommendations, considering the various aspects of the user experience as well as service-specific constraints (marketing, technical, strategy...)

Sophie's interests lie in the impact of the digital services and tools (such as intranets) on work within large organisations.

Sophie holds an MA in IT Ergonomics (Paris V), with a specialization in Psychology of Organizations and has been working for Axance for the past eight years.

2. Mitsue-Links Co., Ltd (Japan)

Hiroshi Ushioda, Usability Engineer

Hiroshi is Usability Engineer at Mitsue-Links Co., Ltd., and is mainly in charge of usability testing using our eye-tracking system.

Since joining to Mitsue-Links, he has led usability testing projects for major Japanese company websites.

Hiroshi holds PhD in Cognitive Science and BE in Information Engineering from Tohoku University. With his academic background, he is interested in developing an effective evaluation methodology for user's satisfaction level towards websites combining statistics and qualitative analysis.

Susumu Kuriyama, Interaction Designer

Susumu is Interaction Designer at Mitsue-Links Co., Ltd. His main interest is designing cutting edge but usable interface for online applications.

He is capable of doing detailed heuristic evaluations of online products and of making realistic improvement proposals from technical point of view.

Susumu received an ME in Information Science from Nara Institute of Science and Technology (NAIST) and BS in Physics from Kyushu University. He worked on quite a few theses while in school regarding HCI.

Noriko Osaka, Usability Consultant

Noriko is Usability Consultant at Mitsue-Links Co., Ltd., and is responsible for usability evaluation, information architecture, strategic web consulting etc.

Before joining Mitsue-Links, Noriko was working as a webmaster at US-based computer testing provider and was responsible for web management, web direction and interface design of online products. With the combination of her real product experience and evaluation skills, she is interested in pursuing efficient process of turning evaluation results into actual products.

Noriko holds an ME in Information Technology from Kanazawa Institute of Technology and a BA in Foreign Studies from Sophia University. She works as a member of International Department of Human Centred Design Organization (HCD-Net - Major Japanese Usability NPO) and organizes usability events such as World Usability Day Japan.

3. Optimal Usability (New Zealand)

Trent Mankelow, Director

Trent has a strong technical background, with a particular interest in information retrieval and search technologies. Prior to founding Optimal Usability he worked for Unisys developing a number of cutting edge telephony and IVR applications and he also has extensive web programming experience.

In the last five years his role as Director of Optimal Usability has seen him take a step away from building technology to looking at human behaviour when using technology. After excelling in Human Computer Interaction during his degree, Trent is following his passion for usable design. Trent brings to Optimal Usability a thorough understanding of software engineering and web technologies.

Trent has recently been helping MSD with their claims management system, Telecom with the usability of their natural language IVR and Navman with the usability of their in-car navigation devices. He has also conducted accessibility audits for government departments, and was recently involved in a large scale information architecture project involving card sorting with 7,000 users. He regularly speaks and writes about usability and recently ran a training course on Common Usability Issues.

Sam Ng, Director

Sam has always had an interest in simplifying technology. His background in new product development and industrial design led to the practice of designing for use and human factors. Prior to Optimal Usability, Sam had three years experience at Unisys New Zealand where he was responsible for supporting new product development initiatives and exploring new market opportunities in the Asia-Pacific region.

Sam has experience in project management, business development and marketing. Sam is currently leading Optimal Usability's product development initiatives, with the first product being OptimalSort.

Shailesh Manga, Director

Shailesh has a diverse background that allows him to offer a wide range of skills. With an educational background in physics, Shailesh began his career as a physicist and then entered the Online world starting at Xtra Ltd.

Shailesh's experience has shown him the positive difference made when users are put at the heart of any design. He has come to Optimal Usability with a desire to utilise his experience and skills in helping clients put users at the heart of their business.

Shailesh is now a Director and manages the Auckland Office. Although management activities and speaking engagements consume most of his time he struggles to separate himself from projects where there is always more to learn about users and their behaviour. Shailesh has recently worked on projects involving kiosks, physical spaces, in-car navigation and web information architecture.

Bridget McSherry, Senior Consultant

Bridget brings exceptional experience in combining user experience requirements with commercial constraints and realities. She began her career in web design and analytics, and specialized in leading teams through user experience design projects. She likes figuring out what works well online, and improving the customer experience through logical and elegant design.

With experience in business strategy, management and web services, Bridget has unique insight into how to best balance usability with delivering quality projects that align with strategic imperatives of organizations. She feels that it's important to get organizations enthused by showing the benefits of great usability, so that customer-centered design becomes a crucial part of business-as-usual activity.

Dave O'Brien, Senior Consultant

Dave's ten years of user-centered design experience in San Diego taught him that the key to delivering a great product is up-front, unbiased user research - moving past preconceptions, folklore, and the competition to find out who the users really are and what they really need.

His past work, as a full-time UI designer for Qualcomm and a senior UI consultant for Intuit, includes both commercial products (B2B web apps and high-profile consumer desktop software) and internal tools (intranets, workflow automation, and knowledge management).

More recently, Dave designed a call-centre system for Air New Zealand, helped create the customer experience for a telco startup, guided the development of website personas for ACC, and created a new site-structure evaluation tool.

Jodine Stodart, Senior Consultant

Jodine is enthusiastic about how great design and excellent usability can come together to create a holistic experience that delights customers.

Based in Melbourne for 7 years, Jodine's last role was as User Experience Researcher and Interaction Designer for online job search SEEK Ltd. Jodine has also worked with a range of clients and products under her own web design and development business Liquorice Media.

With a varied background in design and project management for e-business sites, large company and government intranets, online event calendars, staff training DVD's, SEO strategies and brand development, Jodine enjoys applying the principles and methodologies of user experience design to solving a range of business problems. Her latest fascination is how her experience in Persuasion Architecture may be applied to the non-profit sector.

Nikki Bristol, Senior Usability Consultant

Nikki holds a PhD in the field of Cognitive Ergonomics associated with the University of Nottingham, where she was also awarded her Masters degree in Human Factors. Cognitive Ergonomics deals with the way in which individuals detect, understand and manipulate information and the way in which tools, tasks and working environments can be designed to support and strengthen these processes.

Whilst completing her PhD, Nikki worked as a researcher at Reading University's Centre for Inclusive Environments, exploring the navigational and information-detection problems encountered in large multi-functional transport environments.

Nikki has been working with Optimal Usability since 2004. In this time, she has worked on a wide variety of design, development and evaluative projects, enhancing the usability of websites, software, cell phones and automated phone systems. Most recently, Nikki has worked on usability projects for First Light ERA, Westpac, Telecom, Canterbury University, Greater Wellington and Parliament.

Ruth Brown, Senior Consultant

Ruth enjoys working through difficult and complex business issues to get a resolution that suits the organization she is working with, whether this may be process change, a new IT system, upgrade or minor improvements. She has a passion for helping organizations improve their business, and enjoys communicating and building relationships with a wide range of people.

Ruth has worked with many clients in usability projects such as expert reviews, user testing, information architecture, wireframe creation and interaction design, and persona creation. In addition Ruth has experience in project management and service delivery management.

Some of the clients Ruth has completed usability projects for are Vodafone, Archives NZ, Department of Conservation, Greater Wellington, Westpac, Ministry of Tourism, Parliamentary Service, Sorted.org, NZ Post, Inland Revenue, Ministry of Economic Development, and Kiwibank.

4. ExperienceLab (UK)

Owen Daly-Jones, Director and Principal Consultant

Owen Daly-Jones is Director of Serco Usability Services, and Principal Consultant. Owen has over fifteen years experience in the application of human factors to interactive systems development, particularly new categories of products such as mobile devices and interactive TV services.

Before joining Serco ExperienceLab Owen conducted research in telecommunications and also worked on prototype handheld devices at the

laboratories of Hewlett-Packard. Owen holds an MPhil in Psychology and Human-computer Interaction, a MA in Social Anthropology and a BSC degree in Experimental Psychology.

Owen presents at international conferences and is a guest speaker on the usability of Interactive TV services. Owen chairs the Digital Television Group's task force on interface standards for iTV services and is the editor of Usableitv, the industry journal for developers of iTV applications. Owen also founded the online discussion forum Usableitv, which has over 700 international members. He has published in professional journals and edited books in the field, and teaches usability and user-centred design courses. Owen is a member of the British Computer Society's Human-Computer Interaction Special Interest Group.

Gemma Wisdom, Marketing Manager

Gemma is Marketing Manager at Serco ExperienceLab and is responsible for the companies marketing and PR strategy and activities.

Gemma is closely involved in the development of the UXalliance, and also helps develop new products for the group. Prior to taking on the role of Marketing Manager, Gemma worked as part of the operations team in Serco supporting bid development, consultancy projects and training courses and acquired detailed knowledge of the industry. She also has a background in customer services and sales.

Gemma holds an MA in Marketing Communications from the University of Westminster, and an MA (hons) in English Literature from the University of Aberdeen. Gemma is a member of the Chartered Institute of Marketing.

Simon Herd, Managing Consultant

Simon Herd is a Managing Consultant at Serco ExperienceLab. He experience in successfully applying Human Factors to systems development that pre-dates the Web and has also worked in other development roles such as Business Analyst. Prior to joining Serco, he was a senior member of an award winning Usability team at NatWest Bank, where he provided usability and analysis support for a wide range of projects and at ntl, where he was the Senior HCI Professional for web developments. Simon holds an MSc in Information Technology and Human Sciences from Loughborough University. He has extensive experience in supporting web, interactive TV, kiosk, windows based, mobile and voice interfaces, has produced user interface style guides and has defined the HCI activities for the development lifecycles at NatWest and ntl.

Simon has nearly a decade of experience of international usability and has been involved in usability projects on five continents. He helped to conceive and set up the UXalliance, the international network for user experience (www.uxalliance.com), has written articles in this area and is currently contributing to a book on international usability testing.

Andrew Swartz, Managing Consultant

Andrew is a Managing Consultant at Serco ExperienceLab, designing and leading commercial research projects, with a special focus on mobile hardware and

software. He also has a particular interest in the effects of high technology on society and democracy.

Andrew serves as a key instructor for usability and design courses offered by Serco. He also publishes Usability in the Real World, a monthly column for Usability News, which can be found at www.usabilitynews.com.

Before coming to ExperienceLab, Andrew spent eight years working at Apple Computer on instructional design and usability issues for projects ranging from HyperCard, the first commercial hypertext product, to Newton, the first commercial PDA (personal digital assistant). He also worked for three years at a company that developed police intelligence software.

Andrew studied Psychology at Yale University where he graduated summa cum laude (highest honours) as a Scholar of the House.

Lucy Stockbridge, Principal Consultant & Head of Serco Innovation Services

Lucy heads up the new sub-group Serco Innovation Services driving this business with her wealth of experience, expertise and enthusiasm. She also works as a Principal Consultant within Serco ExperienceLab. She has extensive experience in conducting innovation activities, user research and usability testing throughout the product design lifecycle. At Serco, Lucy has worked with a wide range of commercial and government clients in product areas including: digital TV (PVRs, IPTV, interactive services, interface design, remote controls), mobile phones and broadband routers, as well as a range of web and intranet sites. She has a particular interest in the evolving world of TV and mobile devices and has led independent research into Mobile TV, Connected Home and Evolutions in TV. She also regularly presents at conferences on these subjects such as the Euro iTV 2006 conference.

Prior to working for Serco ExperienceLab Lucy has worked at Philips and the Defence Evaluation and Research Agency in the innovation and development of a wide range of new products. Her role as Innovation and Creativity Coordinator at Philips involved her pioneering developments to their innovation processes and practices. She also worked on the development of a wide range of next generation products particularly involving systems of connected devices for new entertainment, communications, surveillance and healthcare applications in the home and mobile environments.

Lucy holds a MEng in Electrical and Information Sciences from Cambridge University.

Ben Weedon, Principal Consultant & Head of Serco Games Research

Ben has worked on a variety of projects since joining Serco ExperienceLab. The projects include work on games design, the gaming experience, web portals, web sites, interactive digital television, mobile phone interfaces, WAP portals, online and paper form design. He has also performed ethnographic studies of the needs of communities for certain electronic resources, which has fed back and into redesign and marketing. The work performed has also varied across business and industry sectors, with substantial work undertaken for government agencies, the BBC and also large telecommunication companies. Ben is also the founder of the online

usablegames.com games usability discussion group and is the head of the Serco Games Research team (SGR).

Before joining Serco ExperienceLab, Ben worked as a research assistant at Cambridge University, where he studied functional organisation of language and concept structure in normal and brain-damaged subjects. Before that he worked as a research assistant at City University, London, where he examined the ergonomics and perceived urgency of verbal warnings as part of an EPSRC funded research project.

Ben holds a degree in Psychology and a MSc. in Human-Computer Interaction and Ergonomics.

5. SirValUse Consulting GmbH (Germany)

Torsten Müller, Managing Director

Torsten Müller, Business mathematician, is managing director of SirValUse GmbH. He has built up the statistics and online research department of SirValUse and conducted a multiplicity of projects in this area since the company has been founded. His special area of expertise is the development of sophisticated methods for online research (e.g. Conjoint analyses), performing multivariate analyses and extensive field tests. Furthermore he concentrates on reengineering processes by developing small software tools.

Sven Körber, Director User Experience

Sven joined SirValUse Consulting GmbH in the beginning of 2002. Since then, he has conducted dozens of usability tests and expert evaluations, including several European ones. His main areas of interest include information retrieval behaviour, use of mobile technology and complex web interfaces. Before joining SirValUse, Sven was employed at Infoseek Germany to help conceptualise and test new search features for the relaunch of the search engine in 2001. Sven holds an M.A. phil. in communication science, sociology and psychology. His thesis was entitled: "Search patterns of experienced and inexperienced search engine users in the German World Wide Web. An Experiment."

Karsten Skuppin, Director User Experience

Karsten joined SirValUse in the end of 2001. He has since carried out numerous usability tests and expert reviews of web and mobile interfaces. His special interest lies in the financial sector and the telecommunications industry. As a lawyer he is also familiar with the legal problems peculiar to internet and mobile appliances.

Birte Körber, Director User Experience

Birte joined SirValUse Consulting GmbH in the beginning of 2002. She has conducted dozens of usability tests and expert evaluations, including several European and worldwide studies.

Her main areas of interest include interactive automobile web sites, information retrieval interfaces and user centred design processes. Before joining SirValUse, Birte was employed at Infoseek Germany, where she was responsible for designing

and building the search engine's UI. With her user experience know how, her ability to implement designs and her creative background as a designer and an accomplished photographer, Birte has a complex perspective for evaluating interactive systems.

Claudia Rummel, Director

Claudia has been working for SirValUse since 2001. She has extensive experience in carrying out user experience research in Germany as well as multinational studies for our international clients.

Claudia's current focus is on the evaluation of Internet and WAP portals as well as mobile technologies. Claudia's practical expertise is backed up by an academic background in business administration with focus on Marketing Research. Prior to SirValUse, she has worked for a qualitative market research agency.

Frank Hohenschuh, Director

Frank is a computer scientist and has been working for SirValUse since April 2004. As a specialist for usability research and qualitative market research, he advises clients regarding design and improvement of their interactive applications (web and desktop applications, mobile services). His special area of expertise is employing analytical and empirical methods for the evaluation of software-systems in their various states.

Tobias Verhaag, Director

Tobias has been working for SirValUse since the middle of 2001. As a specialist for user experience research he directed many projects in the field of interactive applications, including web-applications and mobile services. His fields of expertise are Usability-Controlling, quantification of usability and development of testing methods. Tobias is sociologist with emphasis on methodology & statistics and economics.

Wolfgang Waxenberger, Senior Consultant

Wolfgang joined SirValUse in summer 2004. Since then, he has successfully helped conduct several national and international usability tests. His main areas of interest are innovative mobile innovations and web interfaces. Wolfgang holds an M.A. phil. in political science, sociology and media studies. Before joining SirValUse, he worked in IT- and market research administration, giving him profound insight into the technological as well as human side of computer-human interaction.

Remigius Fierley, Senior Consultant

Remigius joined SirValUse in 2003 and has since conducted numerous expert reviews and usability tests on web applications, mobile services and interactive TV. His focus is on qualitative usability and concept testing and the use of ethnographic methods for user experience research. An MA in Cultural and Social Anthropology backs up his practical expertise.

Rainer Gibbert, Senior Consultant

Rainer has working at SirValUse since February 2004 and has evaluated several webpages and mobile applications in usability-tests. His main interests are web applications, mobile interfaces as well as HCI design patterns.

Rainer has a Diploma in Computer Science and studied "Digital Media" at the University of Applied Sciences Kaiserslautern (Zweibrücken). Before he joined SirValUse he worked at the Competence Center Human-Computer Interaction of the Fraunhofer Institute for Industrial Engineering (IAO) in Stuttgart.

6. Snitker & Co (Denmark)**Thomas Snitker, Director, Usability Specialist**

Thomas is the founder of Snitker & Co (2005) and co-founder of FatDUX (2006 - see www.fatdux.dk). He has been a usability specialist since 1997, and previously worked with Beyond Interactive, Grey Digital, Mediacom, ISAQ, KMD Usability Centre and the Municipality of Copenhagen.

He is author of "Breaking Through to the Other Side – Using The User Experience in Web, Interactive TV and Mobile Services" (November 2004, Nyt teknisk Forlag) and a Danish book on usability "Brug brugerne – og skab mere brugervenlige websites", published by Ingeniøren Bøger January 2001.

Thomas was a member of the expert panel of the national initiative on E-government (Top of the Web) and has acted as external reviewer ('Censor') at the Royal School of Library and Information Sciences (Danmarks biblioteksskole), the IT College and at the Copenhagen Business School

His other publications include Remote Usability Testing of a Web Site Information Architecture: "Testing for a Dollar a Day" presented at Interact '99.

Thomas holds a Master of Arts (Film and Media Studies) from University of Copenhagen (Special interest areas: interactivity, cognitive science and reception analysis).

Lene Nielsen, Usability Specialist

Lene is the only person in the world to have written a PhD on personas. She has researched, worked, developed and lectured on personas since 1997, and has developed the process tool of '10 steps to personas' at Snitker & Co.

Lene has worked with B&O, Arla Foods and The Danish Commerce & Companies Agency among others.

Elisabeth Landbo, Usability Specialist

Elisabeth has experience with qualitative usability research methods including one-on-one think-aloud sessions, focus groups workshops, in-depth interviews, card sorting etc.

Her primary areas of interest are qualitative research and usability in the public sector, and has written articles such as 'Children are web users, too' ("Børn er også brugere", Kulturarvstyrelsen 2007).

Elisabeth holds a MA in Communication.

7. UIDesign Group (Russia)

Platon Dneprovskiy, General Director and Partner

Platon is one of the founders of UIDesign Group. In his professional career and prior to starting his own business, Platon went the whole way from a mere interface designer to the head of a design department. His main principles are integrity and honesty, both to the company's clients and his staff.

Despite his busy schedule of organizational activities and running the company, Platon is actively involved in control the quality of the whole range of services offered by UIDesign Group.

Platon is also the author of the 'Look From The Inside' blog, and a member of RusCHI.

Alexey Kopylov, Technical Director and Partner

Alexey has been involved in designing user interfaces for 8 years. Prior to creating UIDesign Group he was working in this area for large Russian and foreign companies. Alexey's work is always scientifically-based, backed up by theory and the results of his own and outside research. Supporting the popularization of the term 'usability' in Russia, Alexey founded the community ru_ucdesign, ceaselessly participates in various conferences and acts as an editor of Russian-language books devoted to issues of usability. Within the company he plays the role of coach for newly employed members of the team.

Alexey is also author of the blog 'Redesign It Immediately!' which is devoted to issues and solutions in the area of usability, and is a member of ACM, RusCHI, and UPA.

Natalia Kirillova, Sales Director and Partner

Natalia is one of the few experts in Russia who majored in design-related fields: in 2003 she successfully completed a program on User System Interaction hosted by the Technical University of Eindhoven (the Netherlands), where she was awarded a Professional Doctorate in Engineering (PDEng).

A definite advantage for Natalia is that she holds a degree in economics and has vast experience in finance, which helps significantly in running the company.

Natalia's arrival had a great impact on the quality of work in our company. Her multilateral experience and knowledge helps not only with the handling of large and complex projects but also with the tactical and strategic development of the company.

Natalia is a member of RusCHI and UPA.

Katerina Umnova, User Research Team Leader

Katerina works as the User Research Team Leader at UIDesign Group, she also engages in projects as a Senior User Research Consultant. She has been with the

company since 2005 and started her career as a User Research Specialist. Today she heads projects and conducts training sessions for newly employed staff.

Katerina participates in projects involving collection and analysis of users' requirements, usability testing, interviews and focus groups. She reported on these subjects at conferences in Moscow. Besides, she takes part in conceptual design together with interaction designers in order to approve selected interface solutions against the users' requirements. Katerina specializes in social networks, online banks and finance related projects. Her portfolio also includes payment systems (for terminals and PCs), antivirus software, web and intranet portals, cartographic services and helpdesks.

Katerina takes interest in subjects of managing small groups, effective leadership and business analysis.

Prior to joining UIDesign Group, Katerina used to work for ABBYY Software House and Netcraker as a usability expert, where she was involved in interaction design, prototyping, maintaining and implementing interface solutions.

Katerina holds two Master's degrees in Computer Science and Psychology from Penza State University. She is a member of RusCHI.

Alexey Kalenyuk, Interaction Design Team Leader

Alexey is the Interaction Design Team Leader at UIDesign Group. He has the most extensive career record with our company. Alexey has the total of seven years of professional experience.

Prior to joining UIDesign Group, Alexey occupied the position of Design Group Supervisor at Arptek. He was involved in development and implementation of solutions for websites based on proprietary Content Management System called Arp.Site.

Alexey specializes in voice user interfaces and social networks. He has completed a range of projects on optimizing and reengineering of various voice and mobile services of one of the largest mobile provider in Russia – OAO Vypelkom. He has reported on these subjects at various conferences.

Interaction Design Team plays a significant part in User Centered Design projects. The team gets heavily engaged in conceptual design and detailed prototyping. It is actively involved in maintaining user interface design solutions in complete projects. Customer orientation and high level of user satisfaction are key priorities of the Interaction Design Team.

Alexey holds a Master's degree in Applied Physics and Mathematics awarded by Moscow Institute of Physics and Technology (MIPT). He is currently working on his Ph.D. in the area of selecting optimal methods of management. He is a member of RusCHI.

8. User Centric (U.S)

Gavin Lew, Managing Director

As one of the company's founders, Gavin has been instrumental in shaping User Centric as the premier firm in the industry. Gavin's 15 years of experience in corporate and academic environments has given him a strong foundation in user-centered design and evaluation. In addition to managing the company, he holds particular interest in mobile technology, healthcare, and global research projects. Prior to co-founding User Centric, Gavin was president of an internet start-up, principal at a web development company, a member of Ameritech's Human Factors group, and Director at Human Factors International. He is a frequent presenter at national conferences and the inventor of several patents.

Interesting Facts: Gavin is both a Star Wars and Lego enthusiast, which is easy to tell if you go into his office.

Qualifications: MA in Experimental Psychology from Loyola University

Robert Schumacher, Managing Director

Bob's mission is to help create the best user experience firm in the world, a firm that he would have hired when he was on the client side of the business. Before joining User Centric, Bob spent many years in the telecom industry in human factors, new product development and project management, ending up as Vice President of Universal Access. Besides running the company with Gavin, Bob's research interests include user performance in high-volume transaction environments such as call centers, forms, and POS systems. He has strived to bring the subjects of global user experience and global alliances to the forefront of professional discourse; he was one of the driving forces behind the formation of the User Experience Alliance (UXA). Bob speaks frequently on user experience at national and international events, holds several patents, and has written dozens of professional and academic papers. Currently, he is working on a book on global user research.

Interesting Facts: Bob enjoys bicycling, "extreme cheese" and travelling—he has visited all 50 states and 30 countries.

Qualifications: PhD in Cognitive and Experimental Psychology from the University of Illinois at Urbana-Champaign.

Wendy Yee, Director

Wendy is a passionate advocate of leveraging user behaviour insights to support her clients' research needs and to shape the design of user interfaces. At User Centric, Wendy has led user research and UI design projects for technology, healthcare, finance, and marketing organizations. Her previous roles as a director at Human Factors International and as editor for web-related projects at Science Magazine have provided extensive experience in multiple aspects of user-centered design and research. She has also collaborated with clients on the strategic direction of next-generation UI designs for software applications and has conducted user testing on FDA-regulated biomedical devices.

Interesting Facts: Wendy is very familiar with the chemical structures of caffeine and chocolate. She spends her evenings reading Curious George and Richard Scarry, although her preferred reading material is Businessweek and the Wall Street Journal.

Qualifications: SB in Cognitive Science from the Massachusetts Institute of Technology, PhD in Neuroscience from the Johns Hopkins School of Medicine

Jayson Webb, Director

Jayson's main focus is on utilizing a combination of qualitative and quantitative data to improve website designs. He also specializes in data analysis, including inferential statistics (ANOVA, regression) and exploratory analyses (cluster analysis, pca, etc). Before joining the User Centric team, Jayson was the cofounder/managing director of Quintus Design and cofounder/VP of Services of Lextant, both user experience companies. His role with User Centric is to help launch and support our remote testing product - LEOtrace. Jayson has presented at conferences including the eMetrics Summit and ITEC conference.

Interesting Facts: Jayson spends his spare time playing online chess, bowling with his twin 11-year old daughters, and coaching girl's softball.

Qualifications: PhD in Experimental Psychology with minors in Quantitative Methods and Human Factors

Agnieszka (Aga) Bojko, Associate Director

Aga's expertise lies in the empirical evaluation of large- and small-screen interfaces and pharmaceutical labels. She has a special interest in the integration of behavioural and self-report measures with eye movement analysis. Since joining User Centric in 2003, Aga has been responsible for developing the eye tracking practice at the company, led numerous multinational user research projects, and conducted studies involving medical devices and packaging, mobile phones, software applications, websites, and physical work spaces. She has been published in books and professional journals, and presented at national and international conferences. She also serves on the editorial board of User Experience Magazine and is a member of APA, CHI, HFES, and UPA.

Interesting Facts: Aga is actively involved in animal rescue as the Volunteer Coordinator for the PACT Humane Society. She is also an avid rock climber.

Qualifications: BS in Psychology and Cognitive Science from the University of North Carolina, MS in Human Factors from the University of Illinois, MS in Human-Computer Interaction from DePaul University, certified by BCPE (Board of Certification in Professional Ergonomics)

Heather Rakauskas, Associate Director

Heather's primary focus is the user research of small screen displays and handheld products. Much of her experience is with mobile phones; she has investigated the user experience of these devices through usability tests, evaluations, hybrid focus groups, surveys, longitudinal studies, etc. While with User Centric, she has run and managed many large-scale projects and conducted user research on a variety of products including mobile phones and accessories, handheld medical products,

websites, software applications, and IVRs for industries such as telecommunications, financial, travel, computers / electronics, medical and professional. Heather is a member of HFES and UPA and has authored and coauthored various articles including, “The effect of visual momentum on learning hierarchical menu structures in small displays,” for the 48th annual HFES meeting.

Interesting Facts: Heather is an avid collector of state quarters. She loves fried pickles and fried green tomatoes.

Qualifications: BS in Psychology from Bradley University, MS in Applied Psychology with an emphasis in Human Factors from Clemson University

Jessica Buttimer, Senior User Experience Specialist

Jess has a wide range of experience in applying usability evaluation and interaction design methodology to a variety of projects. Before joining User Centric, Jess worked at Nuveen Investments as an Information Specialist and Programmer Analyst. At Nuveen, she designed a department intranet site, created and managed an education-tracking database, and helped design, program, and iterate a new online CRM system. While with User Centric, she has conducted user testing, card sorting, focus groups, expert evaluation, and eye tracking projects for many industries including communications, travel, healthcare, e-commerce, non-profit, energy, and media. She is a member of UPA and CHI.

Interesting Facts: Jess enjoys triathlon training, reading, and learning to cook vegetarian meals.

Qualifications: BA in Organizational Behavior from Millikin University, MS in Human-Computer Interaction from DePaul University

Martin Ho, Senior User Experience Specialist

Martin's interests lie in both UI design and user research within the retail and consumer goods industries. He brings much experience in interviewing techniques to the arena of user research, along with extensive training and consulting experience in research methodology and quantitative analysis. Since joining the team, Martin has conducted user research on consumer electronics, retail and financial web applications, and e-commerce websites. His recent work has concentrated around IA, UI design, and rapid prototyping for large scale web applications. Martin is a member of many professional organizations, including APA, ACM CHI, and IXDA.

Interesting Facts: Martin is an avid photographer and enjoys processing photos in the digital darkroom. He enjoys playing poker (the probability game, not the gambling game), and as a Maker's Mark Ambassador, Martin enjoys the occasional fine single malt scotch/whiskey.

Qualifications: BA in Psychology and Sociology from the University of Virginia, MA in Clinical Psychology from the University of Denver

Mike Murphy, Senior Information Architect

Mike has been both a developer and a designer; therefore he is proficient at reducing the tensions that develop between designers' ideas and developers' practicalities. Prior to joining User Centric, he worked with Time Warner Cable's

Road Runner Division in software development and also co-owned his own UI design company. While working with User Centric he was one of the creators of several patents and has worked on website plans for various enterprise companies and medical packaging for healthcare companies. Mike is also a member of the UPA.

Interesting Facts: Mike enjoys tedious hands-on art/craft undertakings (mosaics, millefiori), but these days creativity is limited mostly to blocks and Play-doh with his two daughters. He works from a home office in Bethlehem, PA.

Qualifications: BA in Computer Science and Visual Art from Rutgers University

Neha Pathak, Senior User Experience Specialist

Neha is proficient with identifying business problems and solving them using an analytical, methodical process. Previously, Neha worked for Goldman Sachs & Co. as a client service analyst and was involved in the development of an online trading application. Since coming to User Centric, she has led many projects including a successful evaluation and design of an online airline booking website. She has also been involved in improvements in call center applications and internal financial applications for multiple banks. Neha is a member of the UPA and an active member of the Interaction Design Association (IXDA). She has also presented case studies at the British HCI conference and co-authored a publication for HFES.

Interesting Facts: Neha is a trained South Asian classical dancer and a member of the South Asian Women's Leadership Forum Chicago's Planning committee. She is also interested in societal advancement through social justice and charity.

Qualifications: BS in Business Administration from Loyola University, MS in Human-Computer Interaction from DePaul University

9. User Experience (China)

Yiner Ya, Research Director

Yiner Ya is Director of User Experience. Yiner was one of the founders of User Experience and endeavour to the development of User Experience in the emerging market of China.

Before joining User Experience, Yiner acted as an assistant professor in institute of psychology, China Academy of Science, where she had both qualitative and quantitative research in social, cultural, industrial/ organizational psychology and usability testing. Prior to this, Yiner spent seven years studying and working in US. She owned a MA in Psychology from University of Chicago and a BA in Psychology from Grinnell College. She also worked as research assistant in Northwestern University and University of Chicago.

At User Experience, Yiner manages and leads research projects as well as the operational management. She is specialized in designing appropriate research method to suit the specific needs of different companies. She is also the instructor for usability training courses offered by User Experience in China. Yiner was invited to give a tutorial on UPA China 2006 conference and was interviewed by industry journalist.

Xiaomeng Yuan, Senior Consultant

Xiaomeng Yuan is a Senior Consultant at User Experience, designing and leading commercial research projects. In User Experience, she has managed and administered projects on application software, websites, mobile phones/services, and computers/laptops for both international companies and local companies. Xiaomeng has extensive experience in conducting user research and usability testing throughout the product design lifecycle. She has specialized in employing a wide range of user research techniques to inform and iterate the design of products.

Prior to joining User Experience, she worked in user experience team at Siemens Mobile China, where she provided usability and analysis support for a wide range of projects, with a special focus on mobile hardware and software. She gained systematic training in the user experience department in Siemens Germany.

Xiaomeng holds an MSc in Human Centred Systems from Birmingham University.

10. User Intelligence (Netherlands)**Tjeerd de Boer, Senior User Researcher & Managing Director**

The interaction between people and technology is the essence of our profession. As regard to his studies, people were first, Tjeerd studied psychology at the Leiden University and the Free University in Amsterdam. After completing this study, it was time to gather more technical knowledge. This was done in Eindhoven with the study user-system interaction.

After collecting the knowledge, it was time to go to work. Tjeerd developed a passion for the Internet over the years, so the choice to work for Razorfish Amsterdam was an obvious one. After a turbulent and educational period the company, like any good internet company in 2001, ended.

Having become wiser on the workings of the Internet world, Tjeerd decided to start his own company: User Intelligence was born, the rest is history. He is responsible for the day-to-day management. Besides managing the company, he is still involved in various projects. Concentrating on evaluation, user research and strategy.

Since 2000 Tjeerd is the treasurer of CHI Nederland (formally SIGCHI.nl). He also took the initiative for the 'Web and Beyond' conference in 2006. In his free time (if he can find any) he likes to row and do other sports.

Mark Kassteen, Senior Interaction Designer & Manager

Mark has joined User Intelligence in February 2008 as a partner. Besides general management, he is involved in Strategy and Business Analysis. As team lead, Mark is also responsible for the Interaction design / Information Architecture team.

During his career, the accent for creating a compelling User Experience has shifted from the end user to the business side. Mark realized that for clients with a clear strategy and vision it is easier and more fun to create an interactive product. It's Mark's passion to help clients in developing this clear vision and strategy.

After completing his study in Cognitive psychology, Mark has worked for different companies and developed his skills in Information Architecture and User Experience

Design. In the three years before he joined User Intelligence, Mark concentrated on functional design, managing requirements and coaching junior colleagues.

Mark gets his inspiration from passionate and enthusiastic colleagues, a professional and fun working environment and from clients with a passion for what they do!

Jacco Nieuwland, Senior Interaction Designer

After he finished his study Informatics at the Hague University, Jacco worked as a front-end programmer for eight years for different employers. He discovered that he was better skilled in interacting with clients and designing applications, than writing the actual code. When more and more work became web related, Jacco decided to focus on the design of applications for websites.

At EzGov Jacco took up the function of 'Information Architect' (IA) and became very experienced in designing complex systems for large numbers of users. He worked on the design of applications for the Department of Work and Pensions (DWP) and the Inland Revenue (now HMRC) in the United Kingdom.

In the end of 2005 Jacco joined User Intelligence. In his new role as senior information architect he applies (and enriches) his knowledge on the broader and more commercial clients of User Intelligence. Jacco has been involved in a wide range of projects for SDU, BNR News radio, Funda Finance and Vodafone.

To make the communication of IA deliverables easier, Jacco created swipr. This is a kind of plug-in for Visio which enables users to combine screen flows and wireframes into a single clickable set of HTML documents. Swipr greatly simplifies the communication of these standard deliverables for information architects. Swipr was launched in October 2006 and is freely available under an open-source license.

Chris Pierson, Senior Information Architect

Between technology and people Chris' passion falls clearly on the side of people and in particular, communication. This was a heavy influence on deciding to study Language and Psychology in the UK. In 1997 he began working as an intern programmer with Electronic Data Systems (EDS) Ltd producing complex systems for the Inland Revenue (now HMRC). It soon became clear that this role lacked the positive interaction and communication with people that Chris so enjoyed and the same could be said for the systems that he was involved in developing.

Chris soon moved into the company Intranet team and began working with HTML, DHTML and JavaScript. More importantly the focus shifted to the 'front end', the interface. It wasn't long before various development teams on the contract began to express interest in this team developing interfaces for their systems. This led quickly to Chris and others being involved in building and running the first UCD team on this contract. Chris gained, and shared with others, lots of experience in defining, designing and implementing complex systems throughout many departments what is now called HMRC.

In April 2007 Chris moved to Amsterdam and Joined User Intelligence as a Senior Information Architect applying his experience of Information Architecture, Interaction Design and Communication to the varied and interesting projects available through

User Intelligence. Chris has already been involved in number of varied projects for, Randstad, KLM, CBA, Rabobank and WE Fashion.

Victoria Donkersloot, Senior User Researcher

Before Victoria joined User Intelligence, she studied Graphic design and later Media Design at the art academy of Rotterdam. During these studies she worked part-time as freelance graphic designer. After graduating for her masters degree, she traveled to India to work on a project creating an interface for a peer-to-peer application.

Victoria analyses, evaluates and designs existing and yet to build interfaces. The user is always a primary consideration in Victoria's work. This is reflected in her special interest in User Research.

Victoria initiated the User Research BOF and is the editor of the CHI Nederland newsletter. She was also involved in the design of the CHI Nederland website

Adam Cox, Senior Web Analyst

Adam joined User Intelligence as a Web Analytics consultant in January 2008. He has a degree in Computing and Business Administration from the University of Kent, UK. With a passion for improving the user experience, Adam has furthered his education with formal studies in Human Computer Interaction and more recently with Web Analytics.

Prior to User Intelligence he worked in Antwerp, Belgium for a full-service communication agency. As an Information Architect / Web Analyst he worked on integrated, Pan-European marketing initiatives for clients such as Honda Motorcycles, Honda Access, Ricoh, Bridgestone, and the United Nations. During this time he was responsible for the analysis, design, structure and management of digital design solutions.

During Adam's early career he worked for a Railway company in London, providing engineering and operational consultancy services for clients in Rail and related businesses. As a member of the analytical team, he assessed the feasibility of service and infrastructure changes in terms of capacity and punctuality. Analysing complex results and producing comprehensive reports for clients were his core responsibilities. These early responsibilities have provided a solid foundation for the field of web analytics.

During his spare time, Adam loves to travel, mix with different cultures and visit new countries. He has benefited from an international education in the UK, Kenya and Belgium which made this possible from a very young age.

Wouter Sluis-Thiescheffer, Senior User Researcher

Computer systems are boring, Wouter thinks. Still he plays with his console, talk to his mobile, cherishes his digital camera and curses his slow desktop. He relates to these computers. What is that relation between humans and systems? Now that is interesting!

A design researcher he is. A master degree in human-human interaction (Clinical Linguistics, Groningen) and a postmaster degree in human-system interaction (USI, Eindhoven) compose the formal qualifications. The combination has provided experience in a large variety of research techniques for the design and evaluation of user interfaces of products, services, and systems. During that time he collaborated with several partners in industry, e.g. Philips Applied Technologies, Alcatel (Antwerp), Zwijsen, for projects and when coaching bachelor and master students.

In 2009 he joined User Intelligence as User Experience Consultant. The responsibilities focus on making user research effective at every stage in design and translating user observations to strategic design directions. Besides working at UI, he pursues a PhD at the University of Technology in Eindhoven. The research focuses on designing usefully with young children. The human-computer relationship is even more interesting with these youngsters!

When Wouter's status is idle, you will probably find him outdoors, on his racing bike, or rowing, or sailing.

11. Xperience Consulting (Spain)

Alfonso de la Nuez, Founding Partner

Alfonso de la Nuez is one of the Founding Partners at Xperience Consulting, Spain's leading usability and user experience consulting company. An International Business Graduate from San José State University in San José, California (USA), he has always worked in the IT sector for companies such as Dell Computer, Icon Medialab and Kristina Internet Business Solutions, as Project Manager and UX Consultant. Alfonso founded Xperience Consulting in early 2001 with one objective in mind: improve the quality of digital interfaces by optimizing its usability. He now has over 10 years experience in digital interface design. He is also a usability and online marketing professor at ICEMD (Instituto de Comercio Electrónico y Marketing Directo) in Madrid and Barcelona, together with various other universities. Alfonso has also published numerous articles in Spain's leading Online Marketing magazines.

Javier Darriba, Founding Partner

Javier Darriba is one of the Founding Partners at Xperience Consulting, Spain's leading usability and user experience consulting companies. A MBA Student from ESADE and University of Chicago with major in Internet Strategy. He has always worked in the IT sector for companies such as ASEPEYO and Kristina Internet Business Solutions, as Project Manager and UX Consultant. He now has over 10 years experience in digital interface design. He is also a usability and online marketing professor at several universities in Spain, member of the UPA Spain committee. He has worked in usability research for 500 fortune companies and most of the top 35 companies in Spain.

Xavier Mestres, Director and Co-Founder

Xavier Mestres is Director of UserZoom (leading remote usability testing technology), and co-founder of Xperience Consulting. Xavier has over nine years experience in the application of user experience research and consulting. Xavier has specialized in remote usability testing and user experience metrics.

Before joining Xperience Consulting, Xavier was an Internet strategy consultant at Kristina/Proxicom and contributed to the launch of 2 Internet 'start-ups'.

Xavier holds a MBA from ESADE Business School. He presents at user experience conferences and teaches usability research and user-centred design courses.

Carlos González, User Experience Research Manager

Carlos González is the Research Manager of Xperience Consulting, leading the user testing (laboratory, remote usability testing –UserZoom- or any other method or technique) and research team.

Before joining Xperience Consulting Carlos worked in Telefónica I+D, the largest Research and Development company in Spain. Here Carlos worked as researcher, usability expert and user interface designer. He participated in a huge variety of projects: Information and Communication Technologies (IST) European projects, funded by the European Commission, as well as internal projects, always from the usability and user experience point of view. He has worked in multidisciplinary teams in close collaboration with technical staff.

Carlos González has a bachelor degree in Psychology, with a specialization in cognitive science and psychology.

Associate Partners**12. Mercedes Sanchez Usabilidade (Brazil)****Mercedes Sanchez, Director**

Mercedes Sanchez has taken courses in the United States with the highest worldwide usability authority, Mr. Jakob Nielsen, and in Brazil, with the renowned North American writer and professor, who is an expert in Web content, Mr. Crawford Kilian. She has a degree in Market Research from FGV, São Paulo and a degree in Journalism from PUC, São Paulo.

She is a member of the UPA – Usability Professionals' Association, and is a cofounder of the UPA Brasil, where she occupies the Affiliation Director position.

Mercedes has been working with Web projects management since 1999. Before that, she worked as a journalist for 12 years. She was a TV editor for Globo, Cultura, Bandeirantes and SBT channels. She has applied her expertise in capturing people's attention in only a few seconds. She has directed video documentaries for the UN, TV Cultura and for the Brazilian Ministry of the Environment.

As a researcher, Mercedes has conducted international studies in Brazil for companies from the USA, England, Germany and Finland. She is fluent in English and Spanish.

José Gil, Managing Director

José Gil comes from the IT segment. He has a degree in Production Engineering and has worked as a System Engineer for 12 years, managing projects for big companies in Brazil, such as Telefonica, ABN AMRO Bank, BBVA, Bradesco and CPM Braxis.

He brought to Mercedes Sanchez Usabilidade his deep knowledge of information technology, project management and software development. He did specialization courses in Usability and Information Architecture in Brazil.

Jose Gil is Managing Director at Mercedes Sanchez Usabilidade. He is responsible for coordinating all the international studies. He is fluent in English and Spanish.

Fernando Oliveira, Interaction Designer

Fernando Oliveira is an Interaction Designer and has worked for 10 years in internet agencies as art director, designer, information architect and usability consultant. He has a degree in Publicity and Communication and an advanced degree in Multimedia Design.

He brought to Mercedes Sanchez Usabilidade his large experience in creating, developing and implementing interactive systems focused on the user.

Fernando has conducted usability testing for clients from the USA and Germany. He lived and studied in the United States for one year and is fluent in English.

13. *ThinkUser (South Korea)*

Jinwon Suh, COO

Jinwon Suh is the Chief Operating Officer and founder of ThinkUser. He has over ten years of experience in applied psychology and Human-Computer Interaction. He oversees all projects, resources, and operational procedures. In addition, he also directs sales and marketing activities for the company.

Prior to his work at ThinkUser, Jinwon worked at Yahoo! Korea conducting user research, and also served as a UX Consultant for various enterprise companies in Korea. He holds an MA in Human-Computer Interaction from Yonsei University, and a BS in Psychology from Ajou University.

Currently, Jinwon remains very active in the HCI community in Korea. He is a founding member of the Korean Human-Computer Interaction Practical Research Group, and has headed numerous debate sessions concerning controversial usability engineering issues. He is a member of the Usability Professionals' Association, the Korean Cognitive Science Society, the Korean Information Science Society, and the Korea HCI Society.

Changyoung Oh, Director

Changyoung Oh is the Director of ThinkUser and serves as head of the HCI group. He has spent over a decade leading various projects, primarily focusing on the evaluation of mobile phones, digital TVs, websites, mobile applications, and information appliances. He is responsible for the strategic planning, operations, management, and promotion of the HCI group. His duties also include the supervision of incoming projects, quality assurance, and customer management.

Before joining ThinkUser, Changyoung was a Researcher at the Center for Cognitive Science in Korea where he conducted research in a wide range of areas, including mobile service scenarios in ubiquitous computing environments, a guideline of auditory feedback sound for information appliances, and evaluation methods of emotional aspects on products. He holds a Ph.D in Cognitive Science, an MA in Cognitive Science, and a BA in Psychology, all from Yonsei University.

Changyoung, holds memberships to the Korean Society for Experimental Psychology and the Korean Society for Cognitive Science.

Younsun Jang, Senior Consultant

Younsun Jang is a Senior Consultant and Project Leader at ThinkUser. She has ten years of combined experience in Human-Computer Interaction, both as a designer and a researcher, conducting user research, Heuristic evaluations, and UI design of websites, mobile phones, services, and consumer products. She is an expert researcher, and responsible for leading and managing projects. Her extensive experiences have led her to work on projects in a variety of sectors. She has particular interests in designing mobile devices, designing guidelines for ubiquitous environments, and cross-cultural user research.

Prior to joining ThinkUser, Younsun worked as a Design Team Manager for Edunet VEN and as a Freelance Designer where she designed the UIs and GUIs of corporate websites and mobile phones. She holds an MA in Cognitive Science with a concentration in Human-Computer Interaction from Yonsei University, and BAs in Library & Information Science and Information Design, both from Ewha Women's University.

Matthew Smith, Global Collaboration Manager

Matthew Smith is the Global Collaboration Manager at ThinkUser. His main responsibilities include marketing and PR activities as well as providing direct communication and support to our clients and associates for global projects and ventures. He also assists in research and testing for international-related projects.

Matthew joined ThinkUser at the beginning of 2008. He is from the United States and received a BA in Economics from Whittier College in Los Angeles. He has resided and worked in Korea since 2000.

15. *Telono (Switzerland)*

Florian Egger, Founder

Florian is the Founder and Principal of Telono. He has extensive experience in e-commerce and online transactions dealing with user trust and customer loyalty.

His research into the user experience of commercial websites, strategic design and online branding has led him to win repeat clients in various industries from finance to mobile telephony.

Florian received his BSc in Psychology & Philosophy from the City University, London, his MSc in Human-Computer Interaction (HCI) from University College London and his PhD in HCI from the Eindhoven University of Technology, The Netherlands.

He has acquired extensive experience working on user experience strategy and multi-lingual usability studies all over Europe. Florian is now involved both in the management of the company and in client projects.

Florian is a Swiss-born Austrian who speaks fluent French, German and English, with advanced Dutch. He loves chocolate and sushi and is interested in all forms of design, be it industrial, architectural or non-functional.

Mary Mooney, User Experience Architect

As a User Experience Architect with an MBA in Technology Management and Innovation, Mary has a broad range of experience spanning usability to visual design. She works at all levels and stages from project inception, research and requirements gathering, navigation design and usability testing.

She led the strategic design of the Novartis Intranet and was responsible for the information architecture (IA) and employee experience. Mary led many UX projects in Europe for companies such as Diners Club, Bank of Scotland and SGS for Cambridge Technology Partners.

Mary has also taught Information and Visual Design at industry conferences and at the collegiate level. When Mary has spare time, she gets out her pencils and paints and makes Art which she has exhibited and sold.

Carine Rivière, Usability Specialist

Carine is a Usability Specialist whose main areas of interest are ethnographic research, interaction design and usability testing. She also enjoys prototyping rich-client applications and mobile interfaces.

Our clients also keep her busy checking their sites for accessibility issues, which she excels at.

Carine received her Master's in Cognitive Ergonomics of New Information and Communication Technologies from the University of Nice Sophia Antipolis in France. Carine has done consulting work in industries such as telecommunications, finance, industrial equipment and non-governmental organizations.

Louiselle Morand, Learning and Teaching Technologies Specialist

Louiselle is a specialist in learning and teaching technologies and a keen proponent of User-Centered Design (UCD). Next to her work as a usability specialist, she is also a researcher pursuing a PhD in Human-Computer Interaction (HCI).

After a Bachelor in Psychology, Louiselle received a Master's degree in the area of Learning and Teaching Technologies. She is currently pursuing a PhD at the University of Geneva on tools for usability design and evaluation.

Jasmine Von Spee, User Experience Architect

Jasmine is a User Experience Architect. She manages our multi-lingual user research and usability testing projects, thanks to her fluency in four languages. With strong experience in economics and the finance sector, Jasmine has a very good understanding of the business aspect of technology and interactive services.

Prior to joining Telono she spent five years as a Human Factors Manager with PSA Peugeot Citroën in Paris. There she focused on driver anthropometrics and visibility issues in relation to the dashboard. Her degrees are expansive covering: Physiology with Biomechanics, Psychology and Economics. This led her to do research work on the elderly and their use of telephones.

Jasmine is the author of a book on "Expats in Paris" and also has just started a career in local politics in her village of Cologny.

17. User Intelligence (Finland)**Janne Lohvansuu, Managing Director**

Janne joined User Intelligence in July 2009 as a partner in the Finnish office.

Previously he worked in demanding projects for multinational companies as well as international start-ups in the fields of digital business, media, finance and telecommunications. He brings competitive advantage from the understanding of end user needs, agile design methods, networked innovation, knowledge management and related emerging technologies.

He is a regular mentor, speaker and digital business evangelist in University of Art and Design as well as in the industry seminars. Since starting in the Internet industry in 1994, Janne has served in various IT-companies in Finland as the Design Manager, producer and entrepreneur.

Janne believes that improving people's lives starts from innovating digital services that deliver great experiences thus bringing back business value.

Veli-Pekka Laitinen, User Experience Consultant, Partner

Veli-Pekka Laitinen aka Vellu joined as a partner in User Intelligence in the summer 2009.

Combining education from industrial design and long experience in the world of digital services, Vellu possesses vast knowledge of design management and hands-on experience on how to create successful customer experiences.

Before joining the Finnish team of User Intelligence, he was lead designer in various international accounts as well as Art Director, User Experience competence manager and senior designer in Tieto, Satama and other leading digital agencies.

A list of satisfied customers would be too long for this page, so to put it short, Vellu does hands-on service concepting and interaction design combined with solid technological understanding.

On freetime, you can spot Vellu working in his zucchini plantation in northern Helsinki, whenever it's not covered in snow.

Affiliate Partners

1. *Ayer Viernes (Chile)*

Jorge Barahona, Director

Experienced Digital Media Designer, Founding Partner and Executive Director of AyerViernes since 2000; he oversees the senior staff of the company. Specialized in Design Strategy and User Experience construction in digital environments. He is a professor of the School of Architecture and Design of the Pontificia Universidad Católica de Valparaíso, teaching User-centric Design and is a guest professor of the Universidad del Desarrollo's Masters in Applied Communication.

Pablo Altamirano, Commercial Director

Industrial Engineer from Adolfo Ibáñez University. He joined AyerViernes as Commercial Director after working for the company as an external consultant. His main role is to coordinate and manage commercial aspects of our business, establishing the first contact with our clients.

2. *ExperienceU (Czech Republic)*

Štěpán Doubrava, Business Representative

Stepan is a Business Representative at ExperienceU, responsible for communication with customers as well as business development, marketing and project management.

Previously he has worked at Sun Microsystems on user experience of Integrated Development Environments, conducting usability studies and implementing user centered design approaches into the development cycle.

He is a member of board of Prague ACM SIGCHI, responsible for public relations, organizing events and conferences.

Stepan holds a MSc degree in applied mathematics from Czech Technical University in Prague.

Ján Rojček, Chief Designer

Jan is a Chief Designer at ExperienceU, leading user experience design projects for web, mobile and desktop platforms. He has a particular interest in contrarian design solutions backed by extensive user research.

Prior to joining ExperienceU, Jan worked at Sun Microsystems for eight years as a programmer, interaction designer and UI architect. He helped establish UX research, design and testing as essential stages in product life cycle. He also presented and lectured interaction design.

Jan holds a Master's degree in software engineering and information technologies.

Jakub Franc, Chief Researcher

Jakub is a Chief Researcher at ExperienceU. His domain is ethnographic research, usability testing and Personas creation.

He holds a Master's degree in Psychology from Charles University in Prague. He has spent one semester at Dutch Rijksuniversiteit Groningen where he specialized in Psychology applied in Architecture and Design.

Jakub has started his professional career in Sun Microsystems, where he was responsible for implementation of user research into software development processes. An environment of the international company provided him extensive experience with conducting research studies in various countries and cultures. At 2008 he became one of the founders of ExperienceU. He is active in evangelization and evolution of the field in Czech Republic. Jakub is regularly invited as a speaker to both Czech and international professional events. He conducts workshops focused on user research and cognitive psychology in both Czech Republic and other countries. Jakub is one of the founding members of Prague chapter of ACM SIGCHI. In cooperation with Czech Technical University he continuously contributes in EU sponsored research projects like i2home and AEGIS. His PhD project in Cognitive Psychology is focused on navigation of sightless in interiors.

Ondřej Langr, Chief Consultant

Ondřej is a Chief Consultant at ExperienceU. His domain is user experience, interaction design and both qualitative and quantitative user research methods, including usability testing, A/B testing and web analytics. He has conducted several workshops on usability testing and various aspects of user interface design for the Prague ACM SIGCHI, where he is also responsible for the Membership Committee. He has broad experience applying user centered design methodology in large international teams at Sun Microsystems and Siemens as well as at European research projects.

Ondřej has a passion for UI design and holds a MSc degree at Czech Technical University in Prague. Part of his studies he spent at Uppsala University in Sweden.

3. Symetria (Poland)**Dominik Golenia, Co-Owner**

Dominik participated in the creation of some of the biggest web projects in Poland (Allegro.pl - central Europe leading online marketplace) and co-created leading e-commerce web sites (founded Sympatia.onet.pl, Polish leading dating website visited by millions UU/month). As co-founder of Symetria, Dominik currently focuses on developing in-house web projects. His academic business background has allowed for a successful launch and development of profitable websites owned by Symetria: Vitalia.pl and Trener.pl.

Szeran Millo, E-marketing Director

Szeran graduated from Poznan University of Economics with a master's degree in Marketing, and also studied at School of Business Studies in Oulu, Finland.

Since 2004, Szeran has played a strong role in strategy creation and execution at Symetria, developing new products and services in the areas of UX research and UX design. Through this time, he supervised acquisition and cooperation with all of the strategic clients of Symetria, from fields such as banking, insurance, telecom, web portals/services and consumer products.

Wojtek Chojnacki, Project Manager

Wojtek is a graduate of the E-Business specialty at Poznan University of Economics.

He has worked in user experience research since 2006, conducting user studies and developing methods for user testing with the use of eye tracking.

Currently, Wojtek uses his experience to work in the field of UI design with respect to both business strategy and user research.

Piotr Jordanowski, Project Manager

Piotr is a graduate of the Economic cybernetics specialty at Poznan University of Economics. He has worked in usability research since 2006, conducting user studies and eye tracking tests within fields such as usability, advertisement research.

Through this time, Piotr supervised a research team and has been working on developing usability and eye tracking research standards in order to implement them in new fields.

4. YuCentrik (Canada)

Joëlle Stemp, President and User Experience Expert

Joëlle Stemp is an associate and President at Yu Centrik. She studied communications and started her career as a UI designer. For five years she was part of a User Interface Research Team at Montreal Computer Research Center (CRIM). She is an HFI's Certified Usability Analyst.

She has participated in several large public projects (Minitel, Alex, and FreeNet) for many years, and in the very first years of the Web. She started designing user-interface for Minitel in France and created the first (CWIS) Campus Wide Information System on Internet at University of Montreal in 1990.

Joëlle has a strong passion for usability, and has been working on interface design for the last 16 years. She has a solid experience in designing and evaluating interactive products from websites to itv applications.

She is a member of Utilisabilité Québec (Usability Professionals' Association).

Joëlle taught User Interface Design and Web site evaluation courses at the CRIM, at the ECI (Electronic Commerce Institute) and at HEC (Montreal School of Commerce).

Chrystel Black, Vice-president - Usability Expert

Chrystel Black is an associate and Vice-President at Yu Centrik.

She holds a Bachelor's degree in Industrial Design and a post graduate diploma (DESS) in Cognitive Ergonomics from the École Polytechnique de Montréal. She is presently pursuing her Master's studies in Human Factors.

Over the past 14 years, Chrystel worked designing and testing user interfaces for a variety of applications including customer help desk, IVR, CRM, decision support systems and e-commerce solutions. Throughout her numerous professional mandates, she was able to put her knowledge and expertise into practice across

various technologies (from legacy systems to Web products) and application fields (e.g. financial services, medical assistance, general consumer products). This diversified experience has allowed her to develop a strong expertise in usability, and specifically in the implementation of user experience strategies.

She has taught, and is still teaching User Interface courses at INIS, at the University of Montreal and at the École Polytechnique.

Pierre-Alexandre Lapointe, User Experience Director

Pierre-Alexandre Lapointe has a Master's degree in Ergonomics studies at the École Polytechnique de Montréal.

He has five years' experience in the design and evaluation of Web sites, and has a very advanced knowledge of the methods and tools used in interactive systems ergonomics.

Since his arrival at Yu Centrik, he has participated in many product design and evaluation projects, for Taleo, Passeport Santé, Tourisme Cantons de l'Est, and Videotron, among others. He has also taken part in several government projects.

He is an executive member of the Quebec section of Utilisabilité Québec (Association of Usability Professionals).

Marcio Leibovitch, User Experience Director

Marcio Leibovitch is an engineer with a degree from PUC University in Rio de Janeiro, Brazil.

He has twelve years' experience in project management, interface design and in information architecture, with a specialization in informational and transactional applications: Internet gateways, Intranets-Extranets, E-commerce, P2P, interactive television, etc.

Since he arrived at Yu Centrik, he has taken part in a number of product design and evaluation projects, including projects for Videotron Interactive, Tata Communications, Canadian Institute for Health Information and several government projects.

Marcio is highly knowledgeable in new communications technologies.