

CATRIONA R. CORNETT

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Experience: Vanguard Valley Forge, PA July 2007 - present

Information Architect – Institutional Retirement Plan Services Web Services

- Completed a rotational leadership program across business units, gaining experience aligning business strategy, information architecture, and usability engineering.
- Led efforts to create design strategy to unify the tools used by Institutional Relationship Managers into a unified portal. Presented strategic vision to stakeholders, prepared implementation plan balancing user and business needs with technical feasibility, created wireframes illustrating vision.
- Prepared and conducted remote usability tests of the Personal Investors website. Created all test materials (including script and questions) and analyzed results of over 800 completed tests. Presented actionable recommendations emerging from results that improved Vanguard's Rollover 401(k) offerings online.
- Designed wireframes of future state visions as an Information Architect for the Personal Investors website.
- Conducted in-house lab usability tests with internal and external users of Institutional advice offerings.
- Served as Business Lead for Intranet team. Prioritized capabilities, analyzed usage statistics, implemented process improvements, and coordinated activities between the business, design, and development teams in an Agile environment.

inspireUX – Words to Inspire User Experience Designers

March 2008 – present

User Experience Advocate and Blogger

- Promoting and exploring the impact of User Experience on people and business through regular blog posts.
- Gaining exposure to current conferences, articles, research, and other UX advocates.
- Built blog's audience organically to over 2,000 subscribers via RSS and email subscriptions.

User Experience Consulting

June 2009 - present

User Experience Designer and Information Architect

- Created high-fidelity wireframes and site architecture for FanGamb.com, a new social game startup.
- Provided UX guidance to refine the site's strategy and functionality, optimizing the user experience.
- Interfaced with design team to ensure proper execution of UX guidance in visual design.

General Electric Corporation

Stamford, CT

May 2006 – August 2006

Information Management Leadership Program (IMLP) Intern – GE Asset Management (GEAM)

- Served as Project Manager for international off-shore development team during execution phase.
- Analyzed business reporting requirements and developed reports based upon CRM application.

AccuWeather, Inc.

State College, PA

May 2005 – August 2005

New Media Programmer Intern for AccuWeather.com

- Assisted in the design and development of new AccuWeather.com section for weather photography.

Education: The Pennsylvania State University

University Park, PA

B.S. in Information Sciences and Technology

May 2007

Option: Information Technology: Integration and Application

Minor: Information Sciences and Technology for Telecommunications

Cumulative GPA: 4.0/4.0

Skills:

User Experience: Wireframes, user research and testing, remote usability testing, personas, scenarios, storyboards, design strategy, prototyping, information design, content maps, mental models

Applications: Adobe Photoshop, Illustrator, Fireworks, Dreamweaver, Flash, Microsoft Office Suite, MS Visio, MS Project

Programming: XHTML/CSS/JavaScript, PHP, SQL

Methodologies: Agile and Waterfall development frameworks

**Honors/
Awards:**

Blogs.com “10 Best User Experience Design Blogs” for inspireUX.com

2009

Co-Student Marshal for the College of IST's Spring Commencement Ceremony

2007

Scholar Awards for Academic Excellence

2004 - 2007

Dean's List

Fall 2003 – Spring 2007