



Summary of Qualifications

- Extensive experience conducting quantitative and qualitative user research
- Skilled usability moderator; ran over 50 participants in lab-based studies and lead 5 research studies from finish to start
- Designed and edited wireframes across platforms including web, software, and mobile
- Experience creating taxonomies and designing metadata for data organization
- Skilled negotiator and presenter
- Self-motivated and a problem solver
- Successfully balanced multiple projects simultaneously
- Strong aptitude for learning new technologies

User Research

- Usability Testing
- User interviews
- Field research
- Contextual Inquiry
- Concept Testing
- Ethnographic Interviews
- Personas/Scenarios
- Surveys
- Competitive Analyses
- Web Analytics

Information Architecture

- Wireframes
- Site Maps
- User Flows
- Card Sorts
- Content Inventory
- Taxonomies
- Metadata
- XML/XSD

Design

- Visual Design
- Web Design
- Mock up creation

Experience

T-Mobile, Usability Intern June, 2010 – September 2010; User Experience Specialist (Contract), October 2010 – Present

User Research & Design

- Moderated and organized usability studies on the mobile platform, internally used software, internal and customer-facing websites, and the retail experience. Analyzed data, presented research findings, and advocated design ideas to stakeholders
- Created wireframes and designed user flows for mobile services, including Bluetooth, Messaging, and Media downloads
- Performed heuristic evaluation of mobile applications and experiences, including DLNA, virtual keypads, Bluetooth, and Wi-Fi to determine best practices for T-Mobile
- Conducted 1:1 qualitative concept testing of several mobile web toolbar designs with 10 users. Presented solutions that provided utility for users and generates revenue for the business.
- Recruited participants in retail stores in Seattle and New York City for a diary study and focus group of a newly released handset
- Lead needs-gathering project for work/life consumers; authored script; conducted 12 external and 6 internal 1:1 interviews

Device Requirements

- Reviewed and authored Product Requirements Documents (PRDs) for mobile devices
- Negotiated PRD compliance with OEMs for Ergonomics, Touchscreen, UI and Navigation, and Predictive Text requirements

Usability Engineer, University of Washington Libraries

September 2009 – June 2010

- Conducted content inventories, heuristic evaluations, background research, and competitive analyses
- Designed wireframes and site maps
- Hand-coded HTML and CSS prototypes
- Lead researcher for LibGuides usability study: created test plans, moderated sessions, compiled data, analyzed results, authored reports for public distribution, created highlight video, and discussed findings with stakeholders
- Translated user needs and business requirements into actionable design recommendations
- Presented usability findings to an auditorium of over 50 internal stakeholders & at the Library Assessment Conference

Freelance Information Architect, Viderity.com

February 2010

- Created 50 labels for a card sort for the National Archives (Archives.gov)

Rachel Marie Hungerford

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User-Centered Design Intern, T-Mobile, Creation Center

June 2009 - September 2009

- Managed recruitment of participants for ethnographic research
- Co-lead ethnographic interviews to understand user's needs surrounding personalization
- Compiled and synthesized insights from participant interviews
- Organized & participated in cross-team brainstorming sessions; ideated solutions & designs for unmet needs on the mobile platform
- Edited mobile wireframes for Web2Go using Visio (three classes: feature phone, mid-tier, & smart phone)

Education

University of Washington, Information School, Seattle, WA

September 2008 - June 2010

Master of Science in *Information Management*, focus in User-Centered Design, GPA 3.8

Relevant Coursework: HCI Design Methods, Usability Testing, Personas, Database Design, XML, Metadata Design, User-Centered Web Design

Projects: Microsoft Word Comparative Usability Study (sponsor: Microsoft), Re-design of MickKellys.com (sponsor: Mick Kelly's Irish Pub), Q&AIMS: question and answer service for iSchool students using XML, Capstone Project: re-designed internally designed software (sponsor: Quorum Review)

Emerson College, School of Visual and Media Arts, Boston, MA

September 2002 - May 2006

Bachelor of Arts in *Interactive Media*, Minors: Art History and Photography, GPA 3.43, Cum Laude, Dean's List

Relevant Coursework: New Media, Graphic Design, Programming for New Media, Art History III&IV, Photography I&II, Media Criticism & Theory, TV Studio Production

Study Abroad, Well, The Netherlands

Autumn 2004

Conferences & Poster Presentations

Teaching and Learning Symposium, University of Washington

April 2010

iEdge Conference, ASIS&T, Student Chapter

April 2010

Library Assessment Conference, Baltimore, MD

October 2010

Honors & Affiliations

- The Association of Information Management Students (AIMS), Secretary April 2009 - March 2010
- Awarded the William E. Henry Memorial Scholarship 2009
- "Best Paper" Award in IMT 580 for "Open Source & Innovation: Can Open Source Thrive in a Capitalistic Society?" 2008
- Usability Professional Association (UPA), Member

Software & Languages

Proficient: Dreamweaver, Fireworks, Visio, Axure, Morae, Ovo, Microsoft Office, XML Spy, XML

Experience: JavaScript (jQuery, YUI), AJAX, Flash, Photoshop, InDesign, Camtasia, Illustrator, MS SQL Server, SharePoint