

Laura Guenther

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Objective: Freelance or full-time position in User Experience Design / Human Factors Consulting

Experience

Freelance, Chicago, IL
2008 - Present

User Experience Designer / Human Factors Consultant

- Customize mobile device experiences for carriers (AT&T, TMO) on several mobile platforms for Motorola (6 month contract)

Arc Worldwide, Chicago, IL
2007 - 2008

Senior Experience Planner

- Apply iterative, user-centered design principles to the design and development of digital solutions for clients including Research in Motion (BlackBerry), Allstate, McDonalds, United Airlines
- Develop and execute research plans, synthesize data and then translate findings into user-sensitive content, functionality, information structures, interaction models and page designs

Motorola, Mobile Devices, Chicago, IL
2004 - 2007

Design Lead / Senior Interaction Designer

- Designed user interfaces for mobile devices using collaborative brainstorming, competitive and user research
- Worked closely with marketing, software and carriers to understand customer requirements and technical feasibility to apply a user centered design approach

Inform Market Research, Chicago, IL
2002 - 2003

Market Research Associate

- Managed market research projects for pharmaceutical clients such as Abbott, Baxter, and Battelle
- Provided support in both quantitative and qualitative research efforts including in-depth interviews, focus groups, survey design

SC Johnson, Racine, WI
2002

Consultant, Consumer and Product Insights

- Managed consumer and product research efforts for home cleaning and storage product lines
- Designed, coordinated, and analyzed product evaluation and consumer preference studies (both in home and lab settings)

Navistar International, Warrenville, IL
1999 - 2001

Manager, Product and Customer Research

- Managed a major customer segmentation Project
- Interviewed truck drivers and buyers to develop understanding of business and product needs
- Conducted needs analysis workshops and brainstorming sessions to develop a customer knowledgebase model
- Developed research strategy and defined research methodologies and competencies to launch new research department

Ford Motor Company, Dearborn, MI
1998 - 1999

Marketing and Sales Manager

- Supported sales and marketing initiatives for Lincoln Mercury dealerships

1995 - 1997

PD Rotational Program, Corporate Design

- Conducted design reviews, product studies and benchmarking sessions
- Supported launch of new product line at assembly plant

1993 - 1994

Consultant, Human Factors

- Led Human Factors effort to understand needs and gain market share of target audience
- Developed generic product design guidelines for product development staff

Tools

Methods

- Anthropometry
- Brainstorming
- Diary Studies
- Digital Photography
- Focus Groups
- In-Depth Interviews
- In-Home Visits
- Phone Interviews
- Prototyping
- Questionnaires
- Videography
- Workshops

Software

- Flash
- Illustrator
- InDesign
- MS Office
- PhotoShop
- Rhinoceros
- SolidWorks
- SPSS
- Visio

Education

Institute of Design (IIT), Chicago, IL
Graduate Classes, User Centered Design
Completed 33 credit hours (2003 – 2005)

University of Michigan, Ann Arbor, MI
Master of Science, 1994
Human Factors and Ergonomics

Cornell University, Ithaca, NY
Master of Business Administration, 1997
Marketing / Product Development Practicum

Kalamazoo College, Kalamazoo, MI
Bachelor of Arts, 1991
Social Psychology