

Linda Lane

BFA MSIM

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Wonderlane.com

Experience

Product Designer

Wonderlane Studios
Jan 2019 – current

User strategy and research for multiple clients including Oracle, education site design consultant, SEO, marketing Microsoft. Azure Cloud, Africa information and visual designs. UX/UI, graphic design, content creation, HTML5 CSS3 JS.

UX Product Design Director for a SaaS creative works rights (CWR) asset management suite for performance rights applications to streamline complex business operations. Marketing and functional strategic advice, for music applications.

Managing Design & Research Consultant – UX Design

HCL America, SAP
Aug 2018 – Jan 2019

Research, design & create a new HCL intranet site design, create new sales presentation materials on human-centered design with a small team. Draft content. Illuminate in discussions internal sites and sales proposals with business Sr sales PMs.

Principal – Sr. Design Experience (UX PM)

Infosys, Digital / Engineering
Apr 2012 – Dec 2017

Led the design vision for numerous Fortune 100 clients creating new applications and websites from scratch, and redesigning legacy enterprise apps, including mobile. Mentor designers, developers, test, in Design Thinking, and how to make sales presentations for clients both onshore and offshore. Heuristic analysis, security advising, workflows, wireframes, product management, user research, style guides. Interviewed, hired new designers.

Extensive list of domain experience: wonderlane.com/vertical-domains

User Experience & Researcher Consultant

Microsoft Business Services
Feb– Jun 2011

Research and design user interface for business deal preparation to contract fulfillment / engagement processes, gather and communicate requirements with internal customers for sales deals with external customers, test (UAT) application to document avenues for improvement, design them and iterate on new UI and data revs.

User Experience Architect Consultant

Amazon Business Intelligence
Jul– Dec 2010

Designed internal business intelligence database user interface - which handles all of sales and click stream data; petabytes of data supporting approximately 6K internal users. Advise on rebranding , education and documentation issues. Designed unit logo, write end user surveys, and use feedback to modify designs. Design wizard-like user flows for 3rd party product sellers

User Experience Architect Consultant

Microsoft Business Services
Dec 2009 – Apr 2010

Redesigning the Microsoft Partner Network Portal. The new social model system I designed to focus on the individual user with a new profile and personalization strategy. My simple clean design created basis for site relationships to now drive 9% of annual corporate revenue.

Education

Cornish Fine Arts

BFA, Bachelor of Fine Arts
NPR Broadcast with Philip Glass. Filmmaking with Karl Krogstad

University of Alaska, Anchorage

Teaching Assistant, Ceramics for Alex Duff Combs, Community Awards
Taught drawing and painting

University of Washington, Seattle

2006 - 2013

MSIM, Master of Science in Information Management

User Centered Design Focus
Representative Educational Technology Faculty Council UW 2006
UW Architectural Commission 2006-2007
Informatics Teaching Assistant, Research in Nepal
Study with Jakob Nielsen, Edward Tufte, Michael K Buckland, Mike Crandall

California State University

Certificate Visual Basic

Highline College

2020

Web Designer, HTML5/CSS, JavaScript

Skills

Balsamiq Figma Axure Slack
Notepad++ WinSCP/FTP
HTML5/CSS3 JavaScript Adobe
Photoshop InDesign Microsoft
Office Google Suite
Windows MacOs UNIX command
line interfaces

Microsoft Office & Teams, Social networks, SEO, SDLC - agile, waterfall. illustration, photography, writing, creating content, marketing.
Lead workshops, create presentations about UX Design, sales & angel investment, Azure Cloud, security and to help developers to become acclimatized in foreign countries.
Microsoft Excellent Award.
US Fish and Wildlife Photographer in Alaska

Strategic product design business examples –

- Designed **Microsoft \$100 Billion USD internal sales forecasting application and mobile app** for global internal use, one of 3 sales apps.
- Moved **e-commerce fulfillment for Microsoft to Costa Rica** to significantly reduce costs and enhance profit, where it is today, **saving millions of USD annually**.
- Solving for modern needs I **designed an original business model for Microsoft's Partner Portal** site significantly improving membership, reversing loss, by adding social networking and making the site personalized, as a B2C. This site accounts for **9% of Microsoft's annual revenue**.
- Twice advised on **business platforms for Visa**.
- Advised on the design of an **application support learning paths site for Oracle**.
- Created preliminary **Roadmap app designs for Boeing's AI tracking of the Mission to Mars** in 2032.
- Redesigned **Microsoft's eCommerce Order Management** site/backend and editing the design section of the spec – then with Blink, usability tested the **new site with a 34% CSAT improvement**.
- Recommended making **Microsoft certifications public as individual badges** that Microsoft then did.
- Recommended **all users worldwide be offered a free Microsoft account** regardless of credentials (in other words single sign-on with other providers, google) subsequently Microsoft did.
- Recommended **multimillion-dollar improvements to security backend** for Motorola to improve customer identity.
- **Redesigned Amazon's main internal database** application. **Based on my research and findings**, recommended a **system-wide overhaul**, which Amazon did, moving to its own backend.
- Recommended designs **of many logos and product identities**, for Microsoft, Boeing, Amazon, and other Fortune 500 firms.
- Gathered, documented requirements for **new support ticket system redesign and trained development and test staff on Design Thinking** for Juniper Networks.
- While designing Premera Blue Cross's first insurance online application, recommended **digital security audits resulting in a multimillion-dollar improvement** to their DMZ.