

CATRIN WALSH

2203 Landings Way • Raleigh, NC 27615 • (919) 954-1015
catrinwalsh@hotmail.com • <http://home.swipnet.se/cwalsh>
Permanent residence and work visa

PROFESSIONAL IN USABILITY AND INTERACTION

Creative professional with 3½ years of experience in developing successful, complex, and user-centered web sites. Proven expertise in interaction and usability: defining target audience and user experience, site structure, functionality, and navigation. Demonstrated skills in designing and conducting usability sessions. Proven ability to meet deadlines and comfort with emerging technologies and fast-paced development cycles. M.S. in International Business Administration.

PROFESSIONAL EXPERIENCE

CONSULTANT (to the Knowledge Foundation) • **San Diego, CA** **March 2001 -Present**
Guide project teams in choice and execution of usability strategy and methods. Provide direction in design and evaluation of usability sessions. Advisor in procurement of web services.

THE KNOWLEDGE FOUNDATION • **Stockholm, Sweden** **April 1999 – February 2001**
Responsible for overall web strategy and development, maintaining costs, employees, and project teams with a budget of 3 million USD. Led requirement analysis: producing user profiles, performing task analysis, and establishing usability goals. Participated in design, prototyping, and evaluation of conceptual models and screen standards, as well as in style guide development. Designed and conducted usability sessions.

Key projects

- Managed the development of the new Knowledge Foundation web site, which will include online communities, content management tools, communication and collaboration tools, and customizable modules for creating individual e-learning environments. Launch in April 2001.
- Led the development of the Kollegiet web site, which includes site personalization, dynamic profiling of users, personal agents, and natural language search queries. URL: www.kollegiet.com
- Initiated and developed the Knowledge Foundation content management tools. Through powerful template functionality, administrators can manage and update complex web sites, and even create new web sites over the Internet. Designated user privileges are granted on an individual basis.

KUNSKAPSBOLAGET (The Competence Co.) • **Stockholm, Sweden** **July 1997 – March 1999**
Documented functional, system, and user requirements. Produced interaction design specifications. Defined site functionality, navigation, user task models, and usage scenarios. Produced mock-ups and storyboards. Ensured that the development stayed grounded in the project/client objectives and was delivered on time and within budget.

Key projects

- Led the development and performed the interaction design on the KNUT web site, which included online communities, a large database for IT teaching materials, and a content management tool with individually designated user privileges.
- Developed the web site for an international conference at the 1998 World Fair in Lisbon, Portugal. The conference was arranged by the Knowledge Foundation, the Swedish Ministry of Education and Science, and the Swedish National Agency of Education. Contained visual and audible downloads.

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EDUCATION

LUND UNIVERSITY • Lund, Sweden 1991-1996
Master of Science in International Business Administration
Major in Management and Organization Theory. Minor in German.

MURDOCH UNIVERSITY • Perth, Australia February 1995 – June 1995
Scholarship.
Studies in Organization Theory and Behavior, Marketing, and HRM.

BASEL UNIVERSITY • Basel, Switzerland April 1994 – July 1994
Studies in Organizational Theory, Behavior and Development.

INTERNET AND CHI

- “Human Computer Interaction”. Five week graduate level course at the Department of Human Computer Interaction at Uppsala University, Uppsala, Sweden.
- “Project Management for the Internet”. Eight week course held by Icon Medialab, Stockholm, Sweden.
- Certification courses: Photoshop 5, Dreamweaver 3, Illustrator 8, Acrobat 4, Flash 5, and CSS.
- Additional courses: "Evaluation of Web Sites", "Usability and Users with Disabilities", and "System Development and Internet Technology".

COMPUTER SKILLS

- Proficient in Dreamweaver 3, Flash 5, Note Tab (HTML-editor), Inspiration (tool for conceptual mapping and flow charts). Experience in Photoshop 5, Illustrator 8, and Acrobat 4.
- Working knowledge in HTML, Javascript, and CSS. Understanding of DHTML and XML.
- Experience in designing user interfaces for LINUX, Win NT, Access, and SQL based applications.
- Proficient in mainstream PC applications.

ADDITIONAL INFORMATION

- **Language skills:** Fluent in English, German, and Swedish. Advanced knowledge of Danish and Norwegian. Basic knowledge of French.
- **Volunteer experience:** Member of ACM SIGCHI and STIMDI (the Swedish Interdisciplinary Interest Group for Human-Computer Interaction). Vice President of the Marketing Committee for International Business Students at Lund University 1993.

References and letters of recommendation available upon request