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# MARGARET BOSSEN

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## TECHNICAL .....

### UX/UI Tools:

Axure  
Invision  
Balsamiq  
Sketch, etc.

### Adobe Creative Suite:

Photoshop  
Illustrator  
InDesign  
Adobe XD, etc.

### Microsoft Office Suite:

MS Word  
PowerPoint  
Excel  
Teams, etc.

### Front-end Code:

HTML5/CSS  
HTML for Email  
JavaScript, etc.

### CMS/Document Management:

Sitecore  
Sharepoint  
WordPress  
Drupal  
Xamarin, etc.

## EDUCATION .....

### Applied Design / French

BA / BS – University of Minnesota  
Minneapolis, MN

## PROFILE .....

### User Experience Strategist, UX Designer, UX Director

I am passionate about applying interactive strategy, design, interface usability, and organizational skills to develop cutting-edge, user-friendly, and results-driven digital experiences. I have delivered hundreds of different, proven, creative solutions in UX/UI, online, offline, and mobile projects, graphic design, project management, communication, and presentation. I'm a team player who thrives on creative challenges, open communication, and working closely with colleagues and clients. I am a strategic thinker who can quickly identify a problem, develop solutions, prioritize workloads, and deliver stellar results.

### My Philosophy: Simple, Good Design, Based on User Experience.

Every web site or interface that I've built is based upon that philosophy. From highly sophisticated application interfaces and large corporate web sites, down to landing pages, emails, and ad banners, the principals of simplicity, elegance, and responsiveness hold true. In all types of environments, with all types of clients, basing a methodology around a user-centric approach has saved clients time and money because these thoughtful solutions work the first time.

## SKILLS .....

**UX/UI Leader:** Concepting, creating, and delivering User Experience workshops and training to diverse audiences. Creator of wireframes, personas, journey maps, and other UX assets. Developer of information architecture, data models, task flows, heuristic evaluations, and hierarchical sitemaps.

**Accessibility Expert:** Auditing of current site experiences, and delivering guidance for remediation to achieve WCAG 2.0/ADA compliance.

**Technical:** Hi- and Lo-fi prototypes in Axure, Invision, Balsamiq, etc. Expert user of the full Adobe Creative Suite. Creating pattern libraries, and component-based UX/UI and designs.

**User Research:** Passionate about designing, creating, and delivering complex qualitative and quantitative user research projects and usability tests. Leads and facilitate user research and usability testing. Deliver strategic recommendations with confidence.

Skilled in strategizing, creating, and presenting user interfaces (UI), interactive projects, mobile and social media apps, websites, and e-mail campaigns.

Excellent understanding of technical requirements for complex projects. Able to convey complex information to technical and non-technical audiences.

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*References available on request*

## EXPERIENCE .....

### **Discipline Lead, User Experience & Design / UX Architect** RBA Consulting | Wayzata, MN 2014 - 2018

As the Discipline Lead for RBA's Experience Design Team, I own and drive the UX/UI activities around Design Research, Experience Strategy, Interaction Design, and Visual Design. I use these skills to help our clients to better understand and engage with their audiences through various digital channels. In this position, I nurture and grow the UX/UI team, advocate for the end user, and help RBA articulate UX/UI services internally to our teams, and externally to our clients and customers. I manage a diverse group of UX Architects, Designers, and Content Strategists.

In addition to my management responsibilities, I am also tasked as a User Experience Architect and Strategist. In this role, I work collaboratively with developers, business analysts, product managers, and QA analysts on agile project teams to architect web and mobile applications that are focused on user needs. I present and run workshops designed to enable UX practice within internal corporate teams. Using designs, interactive prototypes, usability research, and strategic insights, I advocate for the end user throughout a project lifecycle.

In these roles, I support the design and prototyping of navigation, content structuring and workflow for various client initiatives across a number of industries. I work closely with clients to analyze and understand their users and business requirements, and communicate the UX direction to the entire project team. I am also the SME for Accessibility and ADA compliance.

### **Director, User Experience** Optum/UHG | Eden Prairie, MN 2016 - 2016

Part of a dynamic User Experience team within OPTUM.

- Responsible for all aspects of design delivery for the consumer side of Healthcare: strategic definition, concepting, prototyping, detailed UX/UI, visual design, research, documentation, and ADA compliance.
- Specialty in mobile app strategy and experience design.
- Focused on apps and web experiences that balanced user needs with business objectives.
- Developed, evangelized, and executed the creative and UX strategy for Optum's consumer-facing products and services.

### **Director of User Experience / Digital Strategy** MSP Communications | Minneapolis, MN 2013 - 2014

- Developed processes and protocols to integrate UX/UI into MSP-C's content creation systems.
- Developed content practices that optimized digital platforms and capabilities.
- Participated in client discovery, brand strategy development, and client presentations.
- Created wireframes and IA that aligned with mobile-first/responsive design initiatives.
- Served as SME and knowledge leader for web, mobile, and user experience both inside MSP-C and for clients.

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## EXPERIENCE, continued .....

### **Senior User Experience Analyst / Web Designer**

**Capella University | Minneapolis, MN** **2012 - 2013**

- Worked on establishing the strategic direction for the student and faculty online experiences at Capella University.
- Partnered with key functional groups to deliver UX visuals and prototypes in alignment with the business and user experience goals of new web pages, mobile experiences, and applications.
- Part of the team responsible for the strategic development, production, design and analysis of Capella University's online experience.

### **Director, User Experience and Interactive Strategy**

**Hanley Wood Marketing | Minneapolis, MN** **2009 - 2011**

- Provided leadership in developing and executing online marketing solutions for a diverse roster of corporate clients.
- Served as an in-house expert on new interactive developments, leveraging technology as part of an integrated marketing platform.
- Developed user interface design specifications that were used as a blueprint for interactive development.
- Subject matter expert for online corporate guideline updates and enhancements.
- Mentored and advised all creative team members in new technology and digital strategy.

### **Interactive Director**

**Go East Design | Oakdale, MN** **2007 - 2009**

- Involved in interactive strategy, new business development, marketing strategy, creative concepting and programming, and information architecture for a regional brand and design firm.
- Managed many large web sites and projects for a group of large multi-national corporate clients.
- Actively pursued new concepts in mobile marketing and hand-held technologies.
- Other initiatives included mentoring traditional print designers in the intricacies of web site design and interactive projects.

### **Senior Web Designer / Creative Lead**

**Thomson West (FindLaw) | Eagan, MN** **2004 - 2006**

- Graphic and web site design, creative oversight, and project management for an international legal content provider.
- Led a diverse team of junior web designers developing custom web sites for national and international law firms subscribing to FindLaw legal services.
- Involved in logo and corporate identity development, knowledge management and content management solutions, and web site portal development.
- Involved in hiring and management of creative team members.

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## EXPERIENCE, continued .....

### **Multimedia Executrix**

**Fallon McElligott | Minneapolis, MN**

**1994 - 2002**

- Helped build Fallon's Interactive Department from 2 people to 30-plus.
- Was responsible for all interactive projects for one of the top advertising agencies in the world.
- Established interactive project guidelines for Account Executives and Design personnel.
- Managed and produced award-winning multimedia projects on time and within budget. Involved in interactive company startup "Revolv".
- Continued to produce, design, and develop a variety of freelance projects for Fallon after leaving full-time employment with the firm.

### **Principal, Designer, Manager**

**Bossenova | Minneapolis, MN**

**1998 - 2015**

Graphic and web design, production services and management, web development, and project management for a variety of companies. I have been involved in numerous creative and interactive projects including web site design and implementation, multimedia production, presentation materials, mobile and web experiences, etc. Recent projects include an annual book publication, mobile/tablet apps, Facebook and social media strategies, a national brand identity initiative, and literally hundreds of web projects.

## AWARDS & RECOGNITION .....

**One Show Interactive:** Gold, Silver, Bronze Pencils

**Graphis Design:** Interactive Annual

**Communication Arts:** Interactive Design Annual (Competition Judge in 2002)

**American Center for Design:** Web 100

**How Magazine:** Judged the 2006 Interactive Competition

**Hanley Wood Red Point Award:** "FAST" winner 2010

## RECENT SPEAKING ENGAGEMENTS .....

**TC UX Meetup (Co-Host):** May 2015 – Ongoing Quarterly Meetup

**World Usability Day @ Univ of MN:** November 2017

**World Information Architecture Day:** February 2017

**Optum Product Summit:** September 2016

**U of MN School of Journalism:** July 2015

**Denver Digital Summit:** April 2015