



PROFILE/OVERVIEW

I am a highly accomplished interactive strategist, with experience in user experience principles and practices, user interface design, and product development. My strong emphasis on large corporate web initiatives, user-centered design, mobile web/app design, and social media, plus a side dish of interactive development and programming, keeps me top of mind to many agencies and development groups. I have experience handling international accounts and presenting project results and metrics to large and small audiences. Additional skills include consulting and managing complex interactive and social media initiatives for businesses. As an impassioned advocate for the user, my greatest strength and focus are on optimal functionality, efficiency, and simplicity.

WORK EXPERIENCE

DIRECTOR, USER EXPERIENCE

Optum/United Health Group

Jan - Oct 2016 :: Eden Prairie, MN

Part of a dynamic User Experience team responsible for all aspects of design delivery for the consumer side of Healthcare: strategic definition, concepting, prototyping, detailed UX/UI, visual design, research participation, and documentation. Specialty in mobile app strategy and experience design. Position was focused on balancing user needs with business objectives to develop, evangelize and execute the creative/UX strategy for Optum's consumer-facing products and services.

SENIOR USER EXPERIENCE ARCHITECT / STRATEGIST

RBA Consulting

2014 to Present :: Minneapolis, MN

Helping clients better understand, define and engage with their audiences through various digital channels, using evaluation, research, strategy, and interaction design skills. Leading discovery efforts including primary user research, system/site audits, and stakeholder interviews. Developing research-based personas to align users and focus project decisions. Collaborating with creative, business, and technical teams to translate strategy, vision, and requirements into compelling user experiences.

DIRECTOR OF USER EXPERIENCE / DIGITAL STRATEGY

MSP Communications

2013 to 2014 :: Minneapolis, MN

Developed processes to integrate UX/UI into MSP-C's content creation systems. Served on the senior strategic team to develop content methodologies that optimized digital platforms and capabilities. Participated in client discovery and brand strategy development presentations. Created wireframes, IA, mobile-first and responsive design initiatives for client and proprietary web projects. Managed and produced new web site designs, site redesigns and e-mail templates. Served as knowledge leader for web and UX for MSP and for clients.

SENIOR USER EXPERIENCE ANALYST / WEB DESIGNER

Capella University

2012 to 2013 :: Minneapolis, MN

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

DIRECTOR OF USER EXPERIENCE / INTERACTIVE STRATEGY

Hanley Wood Marketing

2009 to 2011 :: Minneapolis, MN

Provided leadership in developing and executing online interactive 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. Social media expert. Acted as interactive mentor and advisor to all creative team members.

**WORK EXPERIENCE,
CONTINUED**

INTERACTIVE DIRECTOR

Go East Design

2007 to 2009 :: Oakdale, MN

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

SENIOR WEB DESIGNER, CREATIVE LEAD

Thomson / West (FINDLAW)

2004 to 2006 :: Eagan, MN

Graphic and web site design, programming and project management for an international legal content provider. Projects include leading 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 team members.

MULTIMEDIA EXECUTRIX

Fallon McElligott

1994 to 1998; 1999 to 2002 :: Minneapolis, MN

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 the firm in 1998.

PRINCIPAL, DESIGNER, MANAGER

Bossenova

1988 to Present :: Hammond, WI & Minneapolis, MN

Multimedia design, production services and management, web development, programming, graphic design, 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, a mobile app, Facebook and social media strategies, a national brand identity initiative, and literally hundreds of web projects.

**AWARDS &
SPEAKING
ENGAGEMENTS**

AWARDS AND 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

World Information Architecture Day: February 2017

TC UX Meetup: May 2015 - Ongoing

Univ. of MN School of Journalism: July 2015

Denver Digital Summit: April 2015

Optum Product Summit: September 2016

EDUCATION

APPLIED DESIGN / FRENCH

BA / BS :: University of Minnesota, Minneapolis, MN

MARGARET BOSSEN

USER EXPERIENCE STRATEGIST

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