STEPHANIE BUTLER

Experience Designer | Product Manager
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EDUCATION

Carnegie Mellon University | Pittsburgh, PA
Master of Human-Computer Interaction | 2012-2013
Harvard University | Cambridge, MA
BA *magna cum laude* in English | 2000-2004

EXPERIENCE

User Experience Designer | LightSide Labs | Pittsburgh, PA
Education Technology Startup | 2013-present

Design and Content
- Work with Executive Team to define company goals, business opportunities, and messaging.
- Took Revision Assistant from a workflow diagram to a beta prototype.
- Developed a game-like scoring system to engage students with machine-generated comments and the revision process.
- Design useful interfaces tailored to making the writing process visible.
- Develop Common Core prompts and formative feedback comment pools.
- Provided wireframes and stakeholder analysis for development of LightBox.
- Implement Human-Centered Design (HCD) and iterative design methods.
- Wireframe new product features and concepts at every level of fidelity.
- Train colleagues on HCD and encourage participatory design.

Research
- Developed pilot program research protocol, trained colleagues on it, and implemented it in 10 schools with 30 teachers in 2 states.
- Synthesized classroom observations into actionable findings that drive our product roadmap.
- Develop usability study protocols for use with teachers and students.
- Implement usability studies and synthesize findings into product plans.
- Develop stakeholder personas.
- Lead team brainstorming sessions around feedback from teachers and students leading to new avenues of product and technical development.
- Publish findings and present at conferences.

Product Management
- Serve as Revision AssistantProduct Owner in Scrum process.
- Develop user stories for iterative product development.
- In conjunction with colleagues, define feature release cycles.
- Meet with potential customers at the school, district, company, and state level to pitch and explain Revision Assistant and LightBox.
- Represent classroom and business stakeholders to engineering team.
- Implement procedures for managing tasks, content, and research.

Editor | Bedford/St. Martin's | New York, NY
Educational Publishing | 2011-2012, 2004-2008

Content
- Developed college composition, developmental English, and linguistics textbooks and digital content. Edited first edition, best-selling, reading and writing developmental text, *Reflections*, by Kathleen McWhorter.
- Coordinated a national study on common errors in freshman composition papers for preeminent professor in the field.

DESIGN TOOLKIT

Research
- A/B Testing/Web Analytics
- Affinity Diagramming
- Card Sorting
- Cognitive Task Analysis
- Competitive Analysis
- Contextual Inquiry
- Guerrilla User Testing
- Heuristic Analysis
- Think Aloud
- Usability Testing
- User Speed Dating
- User Surveys

Design
- Content Strategy
- Education Design
- Game Design
- Information Architecture
- Interaction/Experience Design
- Paper and Rapid Prototyping
- Personas
- Sketching
- Storyboarding
- Wireframing

Communication
- Business and Online Writing
- Content Development
- Editing

Tools
- Adobe Creative Suite
- Axure
- Balsamiq
- HTML/CSS
- InVision
- Keynote

AWARDS AND IMPACT
- Professional Programs Committee (CMU)
- Random House Recognition Award
- Harvard College Scholarship
- Quincy House Arms (Harvard)
- High Honors in English (Harvard)
- National Merit Scholar

INTERESTS
- Kickboxing and Running
- Adventure and Cultural Travel
- Politics and Local Government
- Cooking and Kitchen Experiments
- Stories of All Kinds

LANGUAGES
- Conversational French and Basic Italian

- Line edited manuscripts, developed and wrote new pedagogy, and developed book plans based on market needs.
- Negotiated contracts with authors. Created profit and loss statements and managed book budgets.
- Managed all phases of text development from launch through production and coordinated with other departments.
- Wrote marketing copy and other tools for sales and marketing managers.

- Created content and interactive features for digital products.
- Conducted Web site usability tests with professors.

- Promoted from Editorial Assistant to Associate editor in 2006. Recruited to return as an Editor in 2012.
- Implemented efficient customer review process and trained colleagues on it.
- Trained and mentored young editors.

Associate Editor | Fodor's Travel, Random House | New York, NY

Print and Online Travel Content | 2008-2011

- Overhauled content and created new editorial features of numerous titles, some for conversion to new 4-color format.
- Hired, supervised, and edited the work of 30 freelancers annually; represented Fodor's on press trips and at events.
- Created profit and loss statements, estimated costs, and managed budgets of up to $25,000.
- Coordinated book schedules and managed freelancers' deadlines, concerns, and quality of work.
- Managed all phases of text development from launch through production. Line edited books and wrote new content.
- Managed special projects requiring setting deadlines, writing, and communicating with outside clients.

- Beta tester for new content management system. Worked with programmers to add helpful features, reported bugs, and, with managers, created new workflows. Supported other editors working in the CMS.
- Developed iPhone app with a team of editors, designers and developers. Beta tested new releases.
- Managed "Travel Tip of the Day" feature on Fodors.com and tailored content for social media platforms.
- Served as a Typefi Super User supporting the in-house desktop publishing system. Responsibilities included testing macros and upgrades and troubleshooting with editors and freelancers.
- Restructured guide books for better integration of printed content, database content, and Web site.
- Wrote articles and created slideshows for Fodors.com and Fodor's online newsletter.

- Created new processes and forms for department of 20 people.
- Managed and moderated RandomReads, a Random House-wide book club of approximately 120 members.

PROJECTS

Project Manager | Carnegie Mellon University | Pittsburgh, PA

Capstone Project with Pearson | 2013

- In an interdisciplinary student research and design team developed a dashboard for learning management systems.
- Conducted Contextual Inquiries with Pearson clients, students, professors, and other participants in higher education.
- Brainstormed, synthesized research, formulated ideas and solutions, and prototyped in a team setting.
- Iteratively developed features based on user feedback. Did user testing to validate design and fix usability issues.
- Managed Scrum process for team's product development cycle. Provided progress reports to client and faculty.
- Produced two 100-plus page books describing research findings and presented to C-level Pearson executives.
- Sold dashboard design to Pearson for implementation in its products.
- Presented findings and design process at AERA 2013.

Researcher | Maater | Pittsburgh, PA and Paris, France

Student Design Competition ACM SIGCHI Conference | 2012-2013

- Awarded Third Place in international student design competition.
- In a team, designed a fact checking tool for online reporting that leverages crowdsourcing.
- Conducted Contextual Inquiries to identify needs of users.
- Used think alouds to iteratively improve the design and A/B testing to confirm the effectiveness of the product.
- Published findings and design in CHI proceedings. Created poster presentation of design and research. Presented process, findings, and design to judging panel for design competition finals.