

GEREELEE HOWARD UX DESIGN :: RESEARCH & STRATEGY :: PRODUCT MANAGEMENT

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QUALIFICATIONS Pro-active, results-oriented, and analytical software professional with eight years of experience. Creative problem solver with proven ability to simplify and improve the experience of profitable applications. Study planning, facilitation, and insight analysis. Excellent design communicator with leadership experience. Able to coordinate cross-functional teams to meet critical deadlines in fast-paced, high-growth, and diverse environments. Conversant in Russian.

EXPERIENCE **Mindjet - San Francisco, California**
Developer of innovative desktop and web-based mind-map diagramming software for the business professional, producing \$40M in annual sales. Offers collaborative features, including web conferencing, chat, co-editing, as well as member and workspace management.

LEAD RESEARCHER, PRODUCTS 2009 – CURRENT
Pioneer and direct research for existing and planned features company-wide. Prepare and conduct in-person and remote studies, communicating with at least 15 participants per month. Maintain usability lab. Dotted-line-manage administrative coordinator. Advise all project stakeholders. Educate company on ROI of user research. Communicate research insights and statistics to entire company. Work with contractors throughout concept validation and implementation phase. Explore creative research methods and best practices from design industry leaders.

Selected Work:

- **Catalyst Alpha-Phase Summative Study** - Focus on web-based mind-mapping and collaboration features, including account and document management. Identified key design refinements that guide new requirements to this day.
- **MindManager Sales Edition Template Validation Study** - Study with sales industry subject matter experts. Validated and drastically revised templates shipped with vertical offering based on research.
- **Image Library Participatory Design Exercise** - Aimed at tapping customers' non-verbal feedback to help define an image library, participants flipped through pages of magazines to identify visual metaphors that related to tasks at work. Assembled images onto poster boards. Drawings and labels augmented final product.
- **Customer Contextual Inquiry** - Beta customer site visit to capture how Mindjet's product worked with their ongoing activities and existing software.
- **Deal Navigator Study** - Mindjet's first significant OEM offering - a Salesforce.com app. exchange app., validated with existing SFDC customers. PM's target profile and open questions were very specific, and the study helped identify significant glaring issues with key functionality early on.
- **MindManager for SharePoint Formative Study** - Focus on improving the experience of connecting to SharePoint from MindManager based on contract developers' early prototype. Conducted follow-up research on design and implementation iterations. Also served as product designer.
- **MindManager for iPhone Walk-through** - Perform heuristic evaluation of iPhone app. for Product Management to help integrate a newly acquired product into Mindjet's product family.
- **Competitive Products Study** - Recruit people who use competing visualization software and prompt for A/B comparisons between Catalyst and individual's favorite app.
- **New Employee Focus Group Program** - Collaborate with Mindjet's Sales Director to conduct focus groups with newly hired Sales Associates to regularly retrieve new user feedback.

EXPERIENCE
CONT'D

PRODUCT MANAGER

2008-2009

Champion and lead first release of a web-based, co-editable mind-mapping application, MindManager Web. Prioritize and resolve bugs prior to release. Collaborate with various departments within organization to execute launch. Introduce product to Sales and Marketing teams prior to launch. Serve as design and art direction liaison to contracting Flash design and implementation firm.

PRODUCT DESIGNER

2004-2008

Write numerous specifications based on product requirements. Serve as advocate for end-users, piloting new features from requirement through to design details and final delivery. Create low and high fidelity design concepts and prototypes.

Selected Work:

- **MindManager 6 & 7** - Notable features include new Windows Ribbon UI, Preview and Export to PowerPoint, Interactive Quick Start Guide, and numerous refinements.
- **MindManager Mac 7** - A different platform calls for an entirely new UI. Travel to Apple HQ to validate designs with customers and Apple's partner consultants. Use Apple Interface Builder to prototype designs.
- **MindManager for SharePoint (2010)** - Design and validate new add-in that may benefit millions of Microsoft SharePoint users by displaying and synching with SharePoint information in Mindjet's map interface.

Autodesk - San Rafael, California

World leader in 2D and 3D design software for Manufacturing, Building, Construction, Engineering, and Media and Entertainment with over \$2 billion in annual sales.

PRODUCT DESIGNER - AUTOCAD

2001-2003

Refine and validate existing features. Write specifications and collaborate with software engineers to identify optimal solutions despite technical constraints. Serve as user advocate in all situations, applying core usability heuristics to various issues.

Selected Work:

- **iDrop** - Refine existing iDrop interaction behavior between iDrop-enabled websites and drawing files in AutoCAD.
- **AutoCAD Installer** - Update installation workflow and experience.

EDUCATION / SKILLS

B.A., Cognitive Science, University of California, Berkeley, CA

Related Coursework: Introductory Programming - User Interface Design & Research - Artificial Intelligence - Psychology of Memory - Cognitive Science - Graduate Student-led research
ACM SIGCHI Student Research Paper - Tripin' - PDA-based trip planning application.

Guided by James Landay (University of Washington) and Scott Klemmer (Stanford University).

Professional Coursework: Statistics-Web Design-HTML-CSS-Fireworks-Dreamweaver-Flash

Hardware: PC, Mac, iPhone

Software: Mac OS, Windows, Photoshop, SnagIt, Apple Interface Builder, Camtasia Studio, Morae

AFFILIATIONS

Member, Silicon Valley Product Managers' Association, ACM, BayCHI, and California Alumni Association

Attendee, CHI in Seattle, Minneapolis, Vienna, Montreal, San Jose, and Florence; DUX and Web App Summit; Edward Tufte Seminar on Data Visualization

Participant, Techbridge Program. Techbridge inspires girls to discover a passion for technology.

2-Time Host, UC Berkeley Student Externship Program, exposing Cognitive Science students to the working world.