

KAREN MCGRANE

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PROFILE

Accomplished user experience and interaction design consultant, with 15 years of professional experience in customer research, information architecture, and content strategy. Dedicated people manager and committed group leader, with experience hiring and mentoring large teams.

CLIENTS

Media + Publishing

The New York Times
Condé Nast Publications
Fast Company + Inc.
F+W Media
The Atlantic
The Week Magazine
Nielsen Media Research
Walt Disney Internet Group

Financial Services

Fiduciary Trust
SetClear
Citibank
J.P. Morgan
Federal Reserve Bank
Manulife Financial
PIMCO Funds
Bank One

Cultural Institutions

New York Public Library
Encyclopedia Britannica
MOCA, Los Angeles

Travel

Travelistic
Travelocity
Cendant Hotels

SKILLS

User Experience Strategy
Interaction Design
Information Architecture
Content Strategy
User Research + Personas
Usability Testing
Heuristic Evaluations
Requirements Gathering
Prototyping

WORK EXPERIENCE

Senior Partner | Bond Art + Science | 2006–present

Founding partner of digital services firm working with clients who look to gain business value from increased user engagement, participation, and loyalty online. Develop and manage client relationships, hire and mentor both freelance and full-time staff, and lead sales and marketing initiatives.

Faculty Member, MFA in Interaction Design | School of Visual Arts | classes start Fall 2009

Teach “History of Interaction Design” and “Design Management” in the first Interaction Design MFA program.

Vice President and National Lead, User Experience | Razorfish | 1998–2006

Responsibilities for Account Leadership:

- Managed client relationships and the user experience design process on engagements up to \$10 million, by conducting research, developing user experience strategy, and leading the design team.
- Led business development activities for potential client relationships, created proposals and pitch decks to present approach to strategy, experience, technology, and project management.
- Scoped projects and participated in account planning for key client relationships, ensuring Business Unit Contribution of \$40-42 million annually.

Responsibilities as Department Head:

- Built and led user experience practice, with responsibility across 13 offices worldwide.
- Recruited, hired, and trained staff, provided direction and career guidance to experience directors, information architects, user researchers, and content strategists.
- Managed to productivity and utilization targets, coordinating with Resource Management.
- Conducted annual performance and compensation reviews, leading a team of career managers and coordinating with Human Resources.

Other positions held at Razorfish:

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|---|---------------|-----------|
| • Executive Director, User Experience | New York | 2001–2005 |
| • Senior Director, Information Architecture | North America | 2000–2001 |
| • Director, User Experience | Los Angeles | 2000 |
| • Manager, Information Architecture | New York | 1999 |
| • Information Architect | New York | 1998 |

Assistant Director of Writing Programs | Rensselaer Polytechnic Institute | 1997

Integrated visual communication and electronic document design principles into undergraduate writing program. Taught writing for print and interactive media.

Instructor, Human-Computer Interaction Certificate Program | Rensselaer Polytechnic Institute | 1996-1997

Taught "HCI and Usability" via distance learning program to corporate sites across the U.S. and Canada.

Human Factors and Usability Lab | Eastman Kodak Company | 1996

Developed standards for navigation systems for the Graphical User Interface Design Elements Library. Made recommendations regarding the design and delivery of technical support via the internet for Kodak products.

SELECTED PRESENTATIONS AND PUBLICATIONS

Designing For, With, and Around Advertising | ASIST Information Architecture Summit | 2009

Creating Usable Websites | Do It With Drupal, invited speaker | 2008

From Typing to Swiping: Interaction Design has come a long way! | IgniteNYC | 2008

Content + Commentary | Bond Art + Science "State of the Art" Report | 2008

Becoming a Leader: The Users that Use You | ASIST Information Architecture Summit, workshop | 2008

The Future of Media Interfaces and New York Times Redesign Case Study | From Business to Buttons, invited speaker | 2007

Foundations of Interaction Design | Smart Experience, workshop | 2007

Gain: AIGA's Journal of Design and Business | Editor | 2005 – 2007

Putting Personas to Work | CHI 2006, organized panel | 2006

Folding Usability Into The Development Process | Forrester Gigaworld, invited speaker | 2006

Leading a Team of IAs" | ASIST Information Architecture Summit, organized panel | 2005

Pedagogical Frameworks for Website Design: Rhetoric and Information Architecture. With Dr. Lee Honeycutt. Technical Communication and the World Wide Web. Ed. Carol Lipson and Michael Day. Mahwah, NJ: Lawrence Erlbaum, 2005. 81–112.

Selling Information Architecture | Information Architecture Leadership Workshop, with Lou Rosenfeld | 2003

Information Architecture and Design: Making Websites Easier to Use | Internet World | 2002

Roles and Tasks in Experience Design | Edgewise Conference Workshop | 2001

Modularity | ASIST Information Architecture Summit | 2000

Bridging the Gap: Integrating Visual and Verbal Rhetoric. With Dr. Lee Odell. Inventing a Discipline: Rhetoric Scholarship in Honor of Richard E. Young. Ed. Maureen Daly Goggin. Urbana: NCTE, 2000. 146–73.

Reader as User: Applying Interface Design Techniques to the Web. Kairos: A Journal for Teachers of Writing in Webbed Environments. Vol. 1 No. 2 Summer 1996.

EDUCATION

M.S. in Technical Communication with Certificate in Graphic Design

Rensselaer Polytechnic Institute, Troy, New York | 2002

B.A. in Philosophy and American Studies

University of Minnesota, Twin Cities | 1993