

# Bethany Lankin

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[bethanylankin.com](http://bethanylankin.com)

**Experience** Senior User Experience Architect,  
April, 2014- Present Ricoh Americas Corporation, Chicago, Illinois

- Helped support the SDLC and various usability based improvements to multiple websites for well-established, B2C organization
- Designed purchase and support flows for multiple websites
- Helped lead the effort to support the further adaptation of Agile
- Established and conducted all user testing
- Created and published addendums to the Ricoh Style Guide
- Selected and introduced the rapid prototyping tool, Axure, to the organization
- Helped create and establish a user experience culture where none had existed before

Senior User Experience Architect  
April, 2011- April, 2014 Sears Holdings Corporation, Chicago, Illinois

- Worked with Innovations, product management, and the Digital Innovation Group to define a new home page architecture that incorporated One Web, personalized/targeted marketing, and responsive design concepts
- Helped develop universal product detail page pricing story
- Architected a dynamic promotional content modules for Sears home page, vertical, search, and shopping cart pages adhering to best practices established by the UXA community
- Designed a social shopping/social coupon experience for Sears registered members
- Architected the Sears “Deals of the Day” home page module and web page
- Architected a “Sears Local Ad” module for the Sears home page.
- Worked with the Sears fashion team to lay the groundwork for bundled outfits, social shopping, contests, and polls.
- Created a fashion application incorporating social shopping, social sharing, outfit building and planning, wardrobe management, bundled outfits, and event calendars.
- Created and presented static and dynamic wireframes and prototypes for websites and applications using Balsamiq, Visio, OmniGraffle, Keynote, and Axure
- Demonstrated expert understanding of methods for designing easy to use interfaces including personae, scenarios, information architecture, interface design, and heuristic evaluation
- Conducted eye tracking user tests with Tobii Technology
- Created multiple sets of personas for a variety of projects

- Worked with the research team to create testing modules and scenarios for remote online testing
- Contributing editor to the ux.sears.com blog
- Helped established a culture focused on user experience
- Worked in cross-functional teams with various levels of management

Senior Usability and User Experience Architect, Solutions and Architecture Group

August, 2007- December 2010 CNA, Chicago, Illinois

- Developed, directed, and executed the full UX and usability product development lifecycle, from requirements definition based on the user's needs, to user interface design, to usability testing, to on-going monitoring and evaluation of customer satisfaction and effectiveness, for an end-to-end, 100% web-based claims system software.
- Created a usability roadmap for 2008 for the Solutions and Architecture Group
- Researched, selected, purchased, and maintained all usability software
- Selected and introduced the rapid prototyping tool, iRise, to the organization and trained CNA employees to use iRise
- Selected and introduced the usability testing and market research software tool, Morae, to the organization and used it to conduct several hours of high-fidelity user sessions
- Conducted usability testing and heuristic evaluations for commercial applications (Internet, intranet, and software applications)
- Created and presented usability reports and presentations to all levels of management
- Traveled extensively within the United States to observe users and conduct usability tests
- Taught members of the marketing team how to conduct focus groups
- Trained and managed three employees to fill the role of active observer during both high and low fidelity usability tests
- Co-wrote the 113 page CNA Usability Enterprise Architecture Design Standards manual
- Managed vendor, freelance, and CNA employees
- Designed interfaces for a CNA Claim and CNA Finance applications adhering to best practices established by the usability community
- Introduced Microsoft SharePoint to the organization, designed departmental SharePoint sites, and trained CNA employees to use SharePoint
- Collaborated with the marketing team to design a new CNA intranet site
- Created a highly successful presentation, in comic book style, to clearly explain complicated claims application needs to upper management

- Worked in cross-functional teams with various levels of management
- Demonstrated expert understanding of methods for designing easy to use interfaces including user and task analysis, personae, scenarios, card sorts, usability testing, information architecture, interface design, and heuristic evaluation
- Established a culture focused on usability
- Participated in several Joint Application Design sessions
- Worked with offshore teams in India

#### Usability Lead Architect, Enterprise Strategy and Architecture Group

January, 2002 – July, 2007 ABN AMRO Bank, Chicago, Illinois

- Developed a usability strategy for the Personal Financial Services and Enterprise Architecture groups
- Responsible for all usability work for North American commercial applications (Internet, intranet, and software applications)
- Conducted usability tests and heuristic evaluations for intranet websites and software applications
- Traveled to a variety of locations to observe users and conduct usability tests
- Trained a variety of people, including senior management, to fill the role of active observer during card sort and paper prototype usability tests
- Composed usability guidelines for roles of observers and facilitators of usability tests
- Participated in oversight of full product development lifecycle, from requirements definition, to developing user interface design, to on-going monitoring and evaluation of customer satisfaction and effectiveness
- Collaborated with the marketing team to conduct usability studies including formal and semi-formal usability testing and card sorting activities including the design and execution of paper and live questionnaires, surveys, and interviews
- Defined usability research strategy and projects for Personal Financial Services Group software applications
- Demonstrated expert understanding of methods for designing easy to use interfaces including user and task analysis personae, scenarios, usability testing, information architecture, interface design, and heuristic evaluation
- Documented designs in scenario, workflow, site architecture, and page template/wireframe formats
- Created and delivered usability presentations and reports in a corporate setting to various levels of management
- Designed several easy to use interfaces adhering to best practices established by the usability community
- Practiced a solid understanding of web technology, including capabilities and limitations

- Articulated complex design problems to drive idea generation and marketing impact solutions
- Assigned team resources to projects as appropriate
- Worked in cross-functional teams with various levels of management
- Managed the Enterprise Architecture Practice Team to define the catalog of services provided by the Enterprise Architecture Group
- Managed the Enterprise Architecture Roadmap Planning Team
- Managed outside vendors, freelancers, and stakeholders
- Co-founded and chaired the Senior Management Portal Special Interest Group
- Helped select software for bank projects
- Mentored co-workers switching teams within the company
- Worked with offshore teams in Russia, the Netherlands, and India

Teacher, Interactive Media Design Department

September, 1999 – September, 2001 Illinois Institute of Art, Chicago, Illinois

User Interface and Web Designer, ICE Group

May, 1999 – June, 2000 Andersen Consulting, Chicago, Illinois

Graphic and Web Designer

November, 1996 – March, 1999 Liska and Associates, Chicago, Illinois

**Education** Northern Illinois University, DeKalb, Illinois

1989-1994

- B.F.A. Visual Communication Design
- Major G.P.A. – 3.9/4.0

Human Factors International

- Certified Usability Analyst June, 2007
- Completed all *mastery of the fundamental principles of user-centered design* courses