Rebecca A. Pugliese

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Summary

User experience professional fluent in UX principles and trends.

Experienced in:
- conducting user research & testing
- responsive website design best practices and processes
- creating optimal cross-channel experiences to fulfill user needs and client business goals
- Agile software development process
- presenting and sharing ideas to small groups and large audiences at conferences

Professional Experience

Information Architect
Penn State University, March 2011 to Present

Responsibilities include:
- Working with clients to define future website information architecture based on business and website goals.
- Conducting user research and usability testing, and providing recommendations based on findings.
- Creating information architecture diagrams and interactive wireframes (utilizing UXPin, Axure, and Visio) that reflect the future website navigation and experience.
- Working with designers and developers to ensure that the expectations of the clients and the end users are met in the final product.
- Staying up to date with website trends and changes in user experience best practices.

Accomplishments:
- Penn State University website (www.psu.edu): Collaborated with the project owners to define goals for the new responsive website. Worked with the project team and content experts to create the information architecture. Created wireframes for all responsive breakpoints.
- Penn State World Campus websites (www.worldcampus.psu.edu, student.worldcampus.psu.edu): Served as the Information Architect/User Experience professional on the redesign of two World Campus websites. This included researching and creating a new responsive website design and strategy, conducting user testing, and creating a new information architecture.
- Penn State Graduate School Application for Admission: Worked with subject matter experts at the Graduate School to create process maps, best practices documentation and wireframes for the redesign of the online application process.
- Led the strategic portion of a project to increase conversions on the Penn State World Campus website by making incremental changes and using an A/B testing tool.

Information Architect (Freelance)
Sun Lab Media, June 2011 to February 2013

Accomplishments:
- Worked with Sun Lab Media clients whose needs required information architecture work.
- Responsible for working with clients to create new information architecture schemes for redesigns, and provided the developers at Sun Lab Media with wireframes for development.
- Conducted user testing (utilizing Verify) to ensure users could complete critical tasks and provided the client and developers with recommendations based on the results.

Information Architect
The Vanguard Group, July 2006 to March 2011

Selected to participate in the Technology Leadership Program; rotations included roles in Information Architecture, Information Design, and Business Lead. After program completion, selected for Information Architecture role in July 2008.

Responsibilities as an Information Architect included:
- Interfacing with internal clients to define future state capabilities and goals.
- Developing design strategy recommendations.
- Conducting user research based on web analytics data.
- Creating personas and storyboards.
- Creating wireframes and facilitating discussions about the design and development of web pages.
- Working collaboratively with designers and developers to create design solutions for Vanguard clients.
- Worked on the first Agile-led project at Vanguard.

Presentations

There are No Break Points in Your Web Strategy (with a co-presenter)
Presentation about responsive web design strategy and best practices. Presented at HighEdWeb Annual Conference October 2014, HighEdWeb Pittsburgh Conference April 2014, edUI Conference November 2013

Illustration Ideas, 2 hour workshop (with a co-presenter)
Workshop covering rapid prototyping, wireframing, user testing, and tools that can be used to accomplish these tasks. Presented at the Penn State Web Conference, June 2013

Creating a Responsive Web Experience for the New Penn State website, poster presentation
Penn State Web Conference, June 2013

Using Information Architecture to Redesign the Shaver's Creek website, poster presentation
Penn State Web Conference, June 2012

Skills

Web design software – Axure, UXPin, Microsoft Visio, Dreamweaver, Adobe Photoshop
User research tools – Optimizely, CrazyEgg, UsabilityTools.com suite, UserTesting.com, Optimal Workshop suite, ZURBapps Suite, Loop11, Google Analytics

Education

B.S. Information Technology emphasis in Human Computer Interaction, Minor in Criminal Justice - Juniata College, May 2006

State College Area High School Graduate - June 2002