

## Kathleen A. Sinnott

phone: 201-791-4975 email: kas@sinnottsolutions.com

<http://www.sinnottsolutions.com>

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### Skill Set

- **Interface Design** — Create or enhance traditional and web-based software application interfaces to improve user comprehension and satisfaction, facilitate task completion, and provide intuitive access to content.
- **Process Analysis/Information Architecture** — Mapping of current/future processes and flows, identifying issues and resolving problems following established guidelines and within target timeframe. Involved in the planning and architecture of new projects - working with business and development teams to design appropriate solutions. Strong analytic and project management skills.
- **Web Design** — Layout, navigation, style, art, code, and content for web sites and web-based applications, including hand-coding HTML, DHTML, CSS, JavaScript, PDF, XML, XHTML, RSS, ASP, JSP, .Net, Ajax, etc. Search engine optimization (SEO) and web site analytics. Familiar with eCommerce concepts and technologies.
- **Compliance with Industry, Usability, and Accessibility Standards** — In-depth knowledge of and real world practical experience applying standards and best practices to process, layout, and code. Also evaluate internal and third-party products for compliance, recommend and assist with adjustments.
- **Graphic Design** — Create original/modify existing artwork, charts, graphs, etc. for use in traditional or electronic media.
- **Content** — Create/edit text for various marketing materials, technical documentation, help systems, etc.
- **Layout** — Document design and creation of templates, stylesheets, style guides, etc.
- **Early Adapter of New Technology** — Stay current with developing technology and applications. Keep pace with new technologies, directions, and the latest industry trends.
- **Subject Matter Expert (SME)** — web page coding, optimizing web pages for correct display in various browsers, design patterns, user and task analysis, user interface design principles, industry standards and trends, technical communication, new media/technology, documentation (online and paper), desktop publishing, and related software/hardware/technology.
- **Technical** — install/troubleshoot PC software and hardware, resolve Internet-related issues.
- **General** — Detail oriented with a proven ability to multitask. Effective organization, time management, prioritization, follow-up and follow-through skills. Ability to work alone or as part of a traditional or "virtual team." Taking customer ideas and concepts and turning them into technical reality.

### Employment History

#### **Medical Critical Care Company, March, 2007 - Present**

##### *Information Architect/Web Designer/Web Developer*

- Working with business and development teams to design, enhance, and optimize existing and new functionality for internal, web-based patient management tool. Work with subject matter experts and users to analyze UI performance and gaps. Drive the product design process through all phases of the product lifecycle.
- Working with insurance provider clients to design and implement customized portals for their members. These portals interact with patient management tool as well as mobile devices.
- Create wireframes, mind maps, site maps, interactive demos, and page prototypes as needed. Design and manage work and process flow documents for all internal and externally facing applications. Develop xHTML and CSS for pages/screens to be used by front-end developers. Assist with the testing of new and enhanced application functionality.
- Create content-sensitive help files and video tutorials; work with developers to incorporate into web-based applications.
- Define usability and findability best practices to be incorporated into the applications/sites. Research new technologies; make recommendations – including web, mobile device solutions, social networking, browser agnostic solutions, etc.

#### **Independent Contracting, November, 2005 - Present**

##### *Information Architect/Web Designer/Web Developer Consultant*

- Working with businesses to create or improve their web presence - discussing ways to increase traffic, improve load times, increase usability and accessibility, as well as search engine optimization, clean up code, etc. Review and analyze the effectiveness and efficiency of existing systems, recommend ways to improve existing sites, prototype new systems, develop and document strategies to enhance business processes, operations, and information process flow.

- Working with a business group to give them a way for non-technical members to update parts of their existing web site and create, distribute, and monitor email newsletter.
- Troubleshooting and resolving general site and reporting problems.
- Performing A/B and multivariable testing.
- Working closely with client in-house resources and their 3<sup>rd</sup> party vendors to identify and resolve web site-related issues, areas for improvement. Review and clean up of ASP.Net UI code. Design and develop UI for new functionality in the storefront.
- Reworking print-focused PSD files, optimize them for the web, then code web pages and push them live.
- Create wireframes, process flows, and comps for an ecommerce site that wanted to reward their regular customers with a loyalty program. Worked with 3<sup>rd</sup> party vendors to ensure code met with corporate and W3 standards.
- Working with businesses to quickly prototype ideas and concepts, assist project delivery team to move from prototype into production code, suggest innovative ideas and enhancements that meet business and user needs.

**HP Financial Services**, *September, 1999 – November 2005*

*Information Architect/Web Designer/Web Developer (Consultant)*

- Full-lifecycle experience: requirements, designs and prototypes, storyboards, development, system, accessibility, and user testing, deployment, maintenance. Ensure consistency, accuracy, and compliance with corporate and industry standards. Work with programmers to implement, test, and debug designs.
- Design and implement interfaces/user logic for several web-based e-commerce applications (intranets, extranets, and internet) incorporating ASP, JSP, ASP.Net, XML, XHTML, DHTML, JavaScript, and CSS. Projects include: online, real time lease application tool that takes leases from origination to funding for internal staff and external resellers; integration of existing systems with single sign-on system; online consumer loan application tool including management and reporting modules; asset management tool for Fortune 500 client base, inventory management tools, created/maintained of a set of management reporting tools, selection of and migration to a portal environment as the foundation of the enterprise application framework.
- Member of teams assigned to research and determine the feasibility of digital signature/certificate technology and portals that interact efficiently with web-based applications. Lead the initiative to define the standards for development, coding, system interfaces, user interfaces and usability while ensuring compliance for internal and external websites according to HP standards.
- Work with enterprise architecture team to implement Plumtree portal (which became BEA AquaLogic, which is now an Oracle product) as the enterprise development framework. Customized entire user interface (UI) to meet W3 and corporate standards. Established UI coding standards and examples. Evaluate internal and third-party products for compliance, recommend and assist with adjustments to code.
- Create prototypes at different levels of fidelity: paper, wireframe, prototype code, through final code. Develop and run usability testing.
- Added/modified corporate web site pages as required.
- Received Recognition Awards for work done on Online Consumer Loan and Paperless Leasing projects.

**Care Plus NJ**, *March, 2001 - Aug, 2001*

*Information Architect/Web Designer/Web Developer (Consultant)*

- Streamlined navigation and added/updated content for client information and foundation sites. Also added pages that allow visitors to sign up for the e-mail newsletter, calendar of events, and cross-referenced both sites.
- Improved load times by optimizing code.

**Auction Logic**, *May, 2000 - July, 2000*

*Information Architect/Web Designer (Consultant)*

- Designed and coded a JSP-based user registration system. Interface blended into existing UI look-and-feel. Pages also designed to function as update tool after the user registered.

**Software Plus**, *October, 1994 — August, 1999*  
*Information Architect/New Media Specialist*

- Designed and implemented interfaces/user logic for client/server (desktop) and web-based applications. Performed and reported results of related usability studies. Collaborated on the redesign of the corporate web site (internet and intranet). Responsible for creation and maintenance of corporate web site pages. Introduced read/write CD-ROM technology to the company. This was used to distribute the product (a software package) and all related documentation to clients.
- Researched and purchased tools for the internet transaction application project, worked with team members to develop initial design specifications. Participated throughout the entire product life cycle: design specifications, coding, deployment, and maintenance.
- Established guidelines for new product documentation, online help, and online document distribution and retrieval. Also monitored the product interface design to ensure adherence with Microsoft standards, consistency within the application, etc. Used Adobe Acrobat to create an online library of documentation and helpline tip sheets. This gave everyone in the company (and the sales force in the field) on-demand access to the most current information.
- Worked closely with the programming staff to create a utility that automatically linked the help system to the software.

**Kwasha Lipton**, *May, 1991 — October, 1994*

*Computer Graphics Designer*

- Responsibilities included: designing and producing proposals, charts, presentations, direct mail pieces, slides, document covers, brochures, information packets, etc. for company and client use. Also designed and edited software user manuals, online help, and user interfaces.
- Instituted a number of time-saving procedures including: created an online logo library that everyone in the company could access, established and maintained standardized presentation templates, worked with technical staff to improve network print times.
- Used experience and knowledge of new technology to solve problems stemming from time and budget constraints. Evaluated developments in software/hardware, tested, and made recommendations. Performed system/software research, installation, and troubleshooting. Coordinated interactions with third-party software support staffs.

**AT&T Bell Labs**, *January, 1990 — April, 1991*

*Technical Writer/Desktop Publishing Expert (Consultant)*

- Wrote hard copy and online documentation for new and updated software packages. Created: reference and user manuals, installation guides, release notes, online help, training procedures, supplements, addenda, quick reference cards, developer's worksheets, and order forms. Responsible for page design, photo layouts, proofreading, editing, graphic design, creation and maintenance of style sheets, and user interface testing.

**Concept Omega**, *July, 1987 — December, 1989*

*Technical Writer/Supervisor*

- Wrote hard copy/online documentation for new/updated software packages. Created: reference and user manuals, installation guides, release notes, online help, training procedures, supplements, addenda, quick reference cards, developer's worksheets, Windows online help, and order forms. Responsible for page design, photo layouts, proofreading, editing, graphic design, creation and maintenance of style sheets, and user interface testing.
- Performed system/software research, installation, and trouble-shooting. Coordinated interactions with third-party software support staffs. Performed quality control tests on software user interfaces. Met with programmers, read design specifications, and reviewed program code to obtain technical information.

## Software Experience

(\*used within the last 12 months)

<p><b>Web Development:</b></p> <ul style="list-style-type: none"> <li>• ASP*, ASP.NET*</li> <li>• Adobe Dreamweaver (CS4 and earlier)* (formerly Macromedia)</li> <li>• Adobe GoLive</li> <li>• Adobe PageMill</li> <li>• Chrome*</li> <li>• Firefox*</li> <li>• Macromedia Homesite* (formerly Allaire Homesite)</li> <li>• Microsoft Expression*</li> <li>• Microsoft Internet Explorer*</li> <li>• Microsoft .Net*</li> <li>• Microsoft Visual Studio*</li> <li>• Mozilla*</li> <li>• Netscape*</li> <li>• Opera*</li> <li>• Plumtree (AquaLogic)</li> <li>• Progress WebSpeed</li> <li>• SmartFTP*</li> <li>• WS_FTP Pro*</li> </ul>	<p><b>Graphic:</b></p> <ul style="list-style-type: none"> <li>• Adobe Bridge (CS4 and earlier)*</li> <li>• Adobe Illustrator (CS4 and earlier)*</li> <li>• Adobe ImageReady (CS4 and earlier)*</li> <li>• Adobe Photoshop (CS4 and earlier)*</li> <li>• Adobe Premiere</li> <li>• CorelDraw!</li> <li>• Expression</li> <li>• Fractal Design Dabbler</li> <li>• Fractal Design Sketcher</li> <li>• Adobe Flash (CS4 and earlier)*</li> <li>• Adobe Fireworks (CS4 and earlier)* (formerly Macromedia)</li> <li>• Macromedia Freehand*</li> <li>• Metacreation's Headline Studio</li> <li>• Microsoft Image Composer</li> <li>• Microsoft Acrylic*</li> <li>• Painter*</li> <li>• Paint Shop Pro*</li> <li>• PhotoFinish*</li> <li>• Picasa 3*</li> <li>• SnagIt*</li> </ul>	<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>• Adobe Acrobat Professional (CS4 and earlier)*</li> <li>• Adobe Acrobat Reader*</li> <li>• Adobe GoLive*</li> <li>• Adobe InDesign (CS4 and earlier)*</li> <li>• Adobe Persuasion</li> <li>• Camtasia*</li> <li>• CorelDraw! Ventura Publisher</li> <li>• CorelDraw! Ventura Database Publisher</li> <li>• Help Magician Pro</li> <li>• MadCap Flare*</li> <li>• Microsoft Access*</li> <li>• Microsoft Excel*</li> <li>• Microsoft PowerPoint*</li> <li>• Microsoft Word*</li> <li>• MindJet MindManager*</li> <li>• Quark XPress</li> <li>• RoboHelp/RoboHelp Office</li> <li>• WordPerfect</li> <li>• Visio*</li> </ul>
<p><b>Usability/Accessibility:</b></p> <ul style="list-style-type: none"> <li>• aDesigner*</li> <li>• Bobby*</li> <li>• Fangs*</li> <li>• IBM Home Page Reader*</li> </ul>	<p><b>OS:</b></p> <ul style="list-style-type: none"> <li>• Mac</li> <li>• Microsoft Windows 3.1, Windows 95, Windows 98, Windows NT, Windows 2000, Windows XP*</li> <li>• UNIX</li> </ul>	<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>• Adobe Type Manager</li> <li>• Adobe Streamline</li> <li>• Asymetrix ToolBook</li> <li>• Easy CD-Pro*</li> <li>• Fireclick*</li> <li>• Google Adwords*, Analytics*, Checkout* &amp; Website Optimizer*</li> <li>• Gtalk*, AIM*, ICQ, MSN*, Yahoo Messenger*, Jabber</li> <li>• HyperCam</li> <li>• LaGarde StoreFront</li> <li>• Microsoft One Note*</li> <li>• Nero*</li> <li>• Optimost</li> <li>• QuickTime*</li> <li>• Skype*</li> <li>• Website Wacker*</li> </ul>

## Education

B.A. Liberal Arts—Business Communications  
Stockton State Collage, Pomona, NJ

## Memberships

Society for Technical Communications (STC)—Senior member  
HTML Writers Guild  
Usability Professionals Association (UPA)  
Internet Technical Group  
National Association of Photoshop Professionals (NAPP)