

## Experience

### **Marriott International, Inc. (Marriott.com and global sites)**

*Senior Information Architect, February 2008 to present*

- Continuing work on some of the projects listed under Information Architect
- Serve as subject matter expert for issues related to user experience on the following topics:
  - Customer loyalty program, Marriott Rewards
  - Personalization, customization, and collaborative filtering
  - Sign in process and remembered state
  - Reservations where the user redeems points
- Assist in developing workflows and team coaching related to adoption of component-based documentation system based on Adobe InDesign
- Continue to produce IA deliverables and also assist in gathering and documenting requirements

*Information Architect, July 2006 to February 2008*

- Worked on projects including:
  - Streamlining of sign-in process and new features for online Marriott Rewards member accounts
  - Improvements to the way users redeem points online for hotel stays and other rewards
  - Social forum for Marriott Rewards members to share travel tips
  - Enhancements to hotel Web sites
  - Display of maps on the site, including within search results
- Brainstormed concepts and produced clickable interactive prototypes of these concepts for user testing, using Adobe InDesign, Acrobat forms, and Acrobat Javascript
- Briefed user research team members on solutions to assist them in test preparation
- Produced IA deliverables to support projects including: competitive analyses; use cases; wireframes; functional specifications; and content matrixes
- Developed new documentation technique for processes with complicated cases
- Created new Adobe InDesign template for competitive analyses
- Created visual site map of Marriott.com using Microsoft Visio

### **Gannett Company, Inc. (The Cincinnati Enquirer / Enquirer.com)**

*Assistant news editor/online, June 2005 to July 2006*

- Worked with reporters, photographers, and editors to plan and execute interactive content
- Used software including Macromedia Flash and Adobe Premiere to produce rich media packages, utilizing audio, video, photographs, graphics, maps, and other content
- Designed, and coded for content management system (CMS), online section fronts for major series
- Designed and managed news/online portion of intranet
- Initiated and led implementation of front-end metadata solution to enable reporters and editors to tag stories so that content could be better categorized online
- Lead and assisted with training in CMS, usability, and other topics

*Online layout editor, Jan. 2004 to June 2005*

- Created interactive Flash graphics and other special features
- Assisted in implementation of CMS, including template building, development of a user manual, and work in VB.NET to overcome system limitations
- Programmed VB.NET solution to speed creation of photo galleries
- Developed VB.NET solution which read an XML feed and used data to produce sports scoreboards
- Edited and posted news updates to Web site

*Internship, summer 2000* — Copy edited stories as part of sports desk and designed weekly golf page

### **Institute for CyberInformation (Kent State University)**

*Graduate assistant, fall 2001 to fall 2003*

- Assisted in developing e-newspaper prototypes in the KENT format, a predecessor to the University of Missouri's EmPRINT, under funding from the Los Angeles Times and Adobe Systems Incorporated
- Developed VB 6.0 application to convert proprietary editorial system files into XML
- Programmed VB 6.0 scripts for automating portions of e-newspaper layout in Adobe InDesign
- Wrote Javascript functions for PDF e-newspaper files to process form data and enhance usability
- Edited and converted video into various formats
- Aided in usability studies and making changes to KENT format based on study results
- Served as a guest lecturer for several courses on topics including XML and e-newspapers
- Analyzed capabilities of emerging hardware and software products

*Student assistant, spring 2001* — Edited and assisted in layout of e-newspaper prototypes

## Mediaflow Communications

*Internship, summer 2001*

- Developed Active Server Pages (ASP) solution for indexing archived materials
- Assisted in development of ASP content management system

## Daily Kent Stater (Kent State University student newspaper)

*Digital editor, spring 2001*

- Redesigned appearance and architecture of Web site and initiated new site sections
- Managed all aspects of site for four-day-a-week newspaper

*Managing editor, fall 2000*

- Developed system for newsroom budgeting using Microsoft Excel and VB for Applications
- Managed team of enterprise reporters
- Supervised print production one night a week

*Campus editor, fall 1999* — Managed group of beginning reporters and designed pages two nights a week

*Summer Kent Stater editor, summer 1999* — Responsible for all aspects of weekly publication, including production of 52-page orientation issue

## Knight Ridder Inc. (Akron Beacon Journal)

*Correspondent, July 1999 to May 2000* — Wrote weekly “Beautiful Things” feature on local artists and crafters

## Skills

Macromedia Dreamweaver MX	Active Server Pages (IIS 3-5)
Macromedia Flash Professional 8.0	HTML (including CSS)
Macromedia Freehand 8.0	XML (including RSS)
Adobe Acrobat 8.0	SQL
Adobe InDesign CS3	Microsoft Visio 2003
QuarkXPress 4.1	Microsoft FrontPage XP
Adobe Photoshop CS3	Microsoft Office XP
Adobe Premiere Pro 1.5	Microsoft Visual Basic 6.0, .NET
Javascript (Acrobat and HTML)	SAXoTECH Publicus (CMS) templates

## Education

### Kent State University

*Graduate* — Dec. 2003 graduate, master of science, information architecture and knowledge management, information architecture concentration; 4.0 GPA. Master’s project: “XML and Newspapers: One Middleware Solution.”

*Undergraduate* — May 2001 graduate, bachelor of arts, news; 4.0 GPA, Valedictorian, University Honors. Honors Thesis: “New Media in the Newsroom.”

### Tallmadge High School

1997 graduate; 4.0 GPA, Valedictorian, Honors Diploma.

### Professional conferences

Information Architecture Summit 2007; Graphing Social Patterns East 2008.

## Awards

John S. Knight Memorial Scholar, 1999 and 2000  
 Association for Women in Sports Media scholarship winner, 2000  
 Kent State Sherri Jo Luft Memorial Award for Outstanding Achievement, 1999 and 2000

## Activities

Member, The Information Architecture Institute  
 Member, Golden Key National Honor Society