

SHARON KRUSKOPF SENS

Minneapolis, MN

LinkedIn: <http://www.linkedin.com/in/sharonsens>

Website: <http://usersavvy.net>

PROFILE

- Senior-level user experience professional with a business background
- UX architect, UI/interaction designer, information architect, UX lead
- Responsive and adaptive platforms
- Mobile, web, client-server applications
- Internet, extranet, intranet websites
- Wireframe and prototype development
- Content strategy, web- and tech-savvy writing and editing
- Axure, Balsamiq, Drupal, WordPress, Visio proficiency
- Agile and waterfall SDLC
- Finance, eCommerce, medical technology, nonprofit, information security

UX EXPERIENCE

USER EXPERIENCE ARCHITECT

Dec 2017 – Present

The Bernard Group, Inc. | Chanhassen, MN

- Establishing UX discipline for tools used to manage production of large- and small-format digital print and merchandising solutions for the retail industry and online print order placement.
- Designing and prototyping the user interface for configuring operations and viewing estimates and recommended production plans generated by a real-time calculation and imposition engine.
- Designing and prototyping the user interface for dashboards, estimate requests, project tracking, kitting, and shipping distribution.

USER EXPERIENCE CONSULTANT

Oct 2017 – Nov 2017 (contract)

Digital River | Minnetonka, MN

Nov 2016 – Dec 2016 (contract)

- Established the UX practice for World Payments division.
- Integrated the user experience for Apple Pay, direct debit, and installment payment options into the checkout flow for U.S. and European markets.
- Designed and prototyped the user interface for financing a purchase and applying for credit during checkout, an emerging payment model in the United States and Europe. Comprised end-to-end shopper experience from product detail pages through cart, checkout, account application, and acceptance of terms and conditions. Collaborated with third-party vendors and regulatory compliance team.

USER EXPERIENCE CONSULTANT

Feb 2016 – May 2017 (contract)

NetSPI | Minneapolis, MN

- Redesigned and prototyped the user interface for a highly complex and data-intensive Windows (WPF) desktop application used to classify, verify, and report information security vulnerabilities for internal and external networks; web, mobile, and thick-client applications; and code reviews.
- Used contextual inquiry to identify common workflows and expose usability issues.
- Held card sorting sessions to prioritize key functionality, data fields, and filter parameters.
- Established pattern library and managed visual design work, including creation of 40 ribbon icons, 14 status icons, and design specifications for all interaction elements, containers, and fields.

USER EXPERIENCE ARCHITECT Jan 2014 – Sep 2015 (contract)

Capella University | Minneapolis, MN

- Produced concept and wireframes for a new responsive Capella Education Company (now Strategic Education, Inc.) website and university blog (www.capella.edu/blogs/cublog).
- Designed and tested the mobile experience for online education readiness assessments.
- Leveraged and enhanced an existing faculty tool interface to track doctoral student progress and prioritize coaching tasks for dissertation mentors and advisors.

INTERACTION DESIGNER Jun 2013 – Dec 2013 (contract)

INFORMATION ARCHITECT

Sep 2010 – Jun 2011 (contract)

U.S. Bank | Minneapolis, MN

- Designed, prototyped, and wireframed the adaptive experience for configuring banking alerts.
- Updated personal banking profile screens (security options, mobile numbers, and contact information) to accommodate a new adaptive platform and integrate with mobile app.

SENIOR USER EXPERIENCE ARCHITECT Feb 2013 – May 2013 (contract)

Aimia | Plymouth, MN

- Designed dashboard for sales incentive platform sponsored by a large technology reseller. Role-based views included widgets to follow key manufacturers, promotions, products, earnings, and budgets. Included social media and gamification to encourage participation.
- Updated the wizard used by manufacturer reps to create and track promotions. Implemented accordion-style interface to highlight options selected during each step.

INFORMATION ARCHITECT Jun 2012 – Feb 2013 (contract)

Bestbuy.com | Richfield, MN

Jun 2011 – Feb 2012 (contract)

- Designed browse pages for clearance and open box items that can be purchased online for store pickup. Collaborated with mobile/tablet team for consistency across platforms.
- A/B tested presentation of store pick-up and shipping options. Designed customer notification experience to message changes detected in availability during checkout.
- Redesigned the financial services modal window and checkout experience to better communicate cardholder benefits and increase use of Best Buy branded credit cards.
- Wireframed the browse, checkout, gifting, and download experience for digital products.

INFORMATION ARCHITECT Mar 2012 – Jun 2012 (contract)

St. Jude Medical | St. Paul, MN

- Prototyped and wireframed new website for ordering eIFUs (electronic Instructions for Use).
- Updated online form standards for consistency across St. Jude Medical professional sites and compatibility with mobile devices.
- Introduced Axure templates to efficiently create wireframes and generate specifications.

SENIOR USER EXPERIENCE DESIGNER Mar 2010 – Sep 2010 (contract)

Deluxe Corporation | St. Paul, MN

- Redesigned and prototyped small business marketing tools including email marketing, SEO wizard, and site builder. Restructured task flows, standardized taxonomy, and introduced faceted search.
- Created task lists, observed usability tests, and made iterative changes to prototypes throughout testing to inform and adjust design decisions.

- Produced executive summaries to highlight existing software obstacles and usability test results. Delivered stakeholder presentations.

INFORMATION ARCHITECT

Apr 2007 – Jul 2009

Opus Corporation | Minnetonka, MN

- Redesigned corporate intranet: surveyed employees to identify top targets, studied help desk data to pinpoint issues, and conducted card sort to inform taxonomy and navigation.
- Collaborated with HR and corporate communications to create online tools for wellness program signup, benefits enrollment, volunteer projects, and fund-raising activities.
- Produced unique intranet sites for 16 U.S. offices to feature local events, ride-share boards, RSS news feeds, traffic, weather, classified ads, and volunteer opportunities.

PRINCIPAL WEB SUPPORT SPECIALIST

Mar 2005 – Apr 2007

Allianz Life | Golden Valley, MN

- Supported releases for five websites, 20 corporate and vendor applications, and intranet.
- Represented Web Services at change management meetings.
- Established usability guidelines and procedures for maintaining intranet communities.

CONTENT/CONFIGURATION SPECIALIST

Jan 2003 – Jan 2005

MotivAction, LLC | Plymouth, MN

- Established new role to improve site content and ensure a productive online experience for the Fortune 500 clients of this innovative incentive travel and employee recognition agency.
- Wrote and configured content for group travel and eCommerce sites including SuperStore(SM)—a reward fulfillment collaboration with Amazon.com®.
- Improved checkout flow and error handling for SuperStore, travel, and award fulfillment sites.

MARKETING EXPERIENCE

Focused on marketing communications: digital and print advertising, copywriting, and public relations. Supervised numerous vendors and creative agencies. 1992 – 2002

VOLUNTEER COMMITMENT**USER EXPERIENCE CONSULTANT**

Sep 2011 – Present (pro bono)

RAGOM (Retrieve a Golden of the Midwest) | Minnetonka, MN

- Provide UX, content management, and writing/editing services for dog rescue organization.
- Launched data-driven Drupal website (<https://ragom.org>) in 2017 to drive a more consistent and informative evaluation experience for potential adopters and increase engagement with donors.
- Updated information architecture, wrote new copy, and manage responsive website for Goldzilla (<http://goldzilla.ragom.org>), RAGOM's largest annual fundraising event.
- Designed mobile app for dog transport team to support driver communication and coordination.

EDUCATION & CERTIFICATION

Courses: Mobile patterns, dashboards, accessibility, design psychology
Interaction Design Foundation

Certified Usability Analyst™
Human Factors International

B.A. Business Administration, Marketing Emphasis
University of Oregon, Eugene