
Sharon Kruskopf Sens

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Portfolio: <http://usersavvy.net>

PROFILE

User experience professional with a content management and copy background.

- Primary roles: UX architect, content manager/strategist, web-savvy writer/editor
- Internet, extranet, and intranet sites
- eCommerce and complex transactional sites
- Mobile, web, and client-server applications
- Axure, WordPress, Drupal, Google sites proficiency
- Financial, eCommerce, medical technology, nonprofit, learning, manufacturing sectors

EXPERIENCE

The Bernard Group, Inc. (smartpress.com) | Chanhassen, MN *UX Architect*

DEC 2017 - MAR 2020

- Designed experiences for print vendor website (smartpress.com) and web-based tool (Collaterate) used to manage estimates, orders, and production of digital print and merchandising solutions.
- Researched best practices and designed user interface for saving and editing credit card information during checkout flow and within user account settings.
- Designed tool for sales reps and estimators to create and track custom quotes, including a cart-ready web page to help customers select options and place custom orders. Wrote employee training documents.

Digital River | Minnetonka, MN *UX Consultant (Contract)*

OCT - NOV 2017 and NOV - DEC 2016

- Integrated Apple Pay, direct debit, and installment payment options into the checkout flow for U.S. and European markets.
- Designed and prototyped the user experience for financing a purchase and applying for credit during checkout—an emerging payment model in the United States and Europe. Collaborated with third-party vendors and regulatory compliance teams.

NetSPI | Minneapolis, MN *UX Consultant (Freelance)*

FEB 2016 - MAY 2017

- Redesigned and prototyped data-intensive Windows desktop application used to classify, verify, and report information security vulnerabilities.
- Used contextual inquiry to identify common workflows and expose usability issues.
- Established interaction pattern library and managed visual design work, including creation of 40 ribbon icons and 14 status icons.

Capella University | Minneapolis, MN *UX Architect (Contract)*

JAN 2014 - SEP 2015

- Leveraged an existing online faculty tool to help dissertation mentors and advisors track doctoral student progress and prioritize coaching tasks.
- Produced concept and wireframes for a new responsive Capella Education Company website (now Strategic Education, Inc. with a redesigned website) and university blog (www.capella.edu/blogs/cublog).

U.S. Bank | Minneapolis, MN *Interaction Designer (Contract)*

JUN - DEC 2013 and SEP 2010 - JUN 2011

- Designed and prototyped user interface for configuring personal banking alerts. Wrote all interaction copy and error messaging.
- Updated security options and contact information screens to accommodate new adaptive platform and integrate with mobile application.

Aimia | Plymouth, MN *Senior UX Architect (Contract)*

FEB - MAY 2013

- Designed dashboard for sales incentive platform sponsored by a large technology reseller. Role-based views featured widgets to follow key manufacturers, sales promotions, earnings, and budgets. Leveraged social media and gamification to encourage participation.

Best Buy (bestbuy.com) | Richfield, MN *Information Architect (Contract)*

JUN 2012 - FEB 2013 and JUN 2011 - FEB 2012

- Designed interface and wrote copy to notify online shoppers of availability changes detected during checkout. A/B tested presentation of store pick-up and shipping options.
- Designed browse pages for clearance and open box items purchased online for store pickup. Collaborated with mobile/tablet team for consistency across platforms.
- Redesigned financial services content presented during checkout to better communicate cardholder benefits and increase use of Best Buy branded credit cards.

St. Jude Medical | St. Paul, MN *Information Architect (Contract)*

MAR - JUN 2012

- Prototyped and wireframed website for ordering eIFUs (electronic Instructions for Use).
- Updated online form standards, interaction copy, and field labels for consistency across St. Jude Medical professional sites and compatibility with mobile devices.

Deluxe Corporation | St. Paul, MN *Senior UX Designer (Contract)*

MAR - SEP 2010

- Restructured and prototyped suite of small business email marketing, SEO, and site builder tools. Standardized terminology and labels. Introduced faceted search.
- Observed usability tests to inform and adjust design decisions.
- Wrote executive summaries to highlight existing software obstacles and usability test results. Delivered stakeholder presentations.

Opus Corporation | Minnetonka, MN *Information Architect*

APR 2007 - JUL 2009

- Redesigned corporate intranet: surveyed employees to identify top needs, studied help desk data to pinpoint issues, and developed new local and national content.
- Collaborated with human resources and corporate communications to create online tools for wellness, benefits, and volunteer activities.

Allianz Life | Golden Valley, MN *Principle Web Support Specialist*

MAR 2005 - APR 2007

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

MotivAction | Plymouth, MN *Content Configuration Specialist*

JAN 2003 - JAN 2005

- Established role to improve site content and ensure productive online experiences 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®.

MARKETING CAREER

Various companies and positions

1992 - 2002

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- Focused on marketing communications: primarily copywriting for digital/print collateral.
 - Supervised numerous vendors and creative agencies.

VOLUNTEER COMMITMENT

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

2011 - 2019

- Provided UX, content management, and writing/editing services.
- Launched data-driven Drupal website (<https://ragom.org>) to ensure a consistent and informative evaluation experience for potential adopters and to increase donations.
- Designed a mobile app for transport team to aid driver communication and coordination.

EDUCATION & CERTIFICATION

Interaction Design Foundation

Courses: Mobile patterns, dashboards, accessibility, design psychology

Human Factors International

Certified Usability Analyst™

University of Oregon, Eugene

B.A. Business Administration, Marketing Emphasis