



IxD Personas

Research within the IxD Community

- ◆ User Research Team
 - Survey
 - ◆ Over 10% subscriber respondent rate
 - ◆ Focus of survey on who are you?
 - ◆ Largest Insights:
 - ◆ Over 80% of respondents work in the Web (but not necessarily exclusively)
 - ◆ The largest crossover with another organization was ACM/SIGCHI &?or Local Chapter Participation
 - Interviews with users

Jeanette Icklund, Design Educator

- ◆ **Jeanette Icklund, 45**
- ◆ Associate Professor, Information Design Program, Stamford College Stamford, CT
 - MFA in Communication Design from RISD, 1983
 - Worked in a small ad firm for 5 years, then freelanced
 - Founded Web design firm in late nineties
 - After dotcom bust, moved into design education
 - Web-centric view, but looking to expand horizons to SW and embedded systems issues in order to keep current
 - Interested in theories of experience
 - Member of AIGA, AIFIA
- ◆ Goals:
 - Establish a reputation for herself in design education
 - Help build relevant and useful curricula (syllabus and speakers)
 - Help her students land good jobs
 - Contribute actively to the design community
 - Expand her own thinking with broader concepts of experience design

Martin Hong, HCI Grad Student

- ◆ **Martin Hong, 29**

- ◆ Grad Student, HCI Program, Austin University Austin, TX

- Returned to school after spending 6 years in industry as a developer
- Interested in design in particular, somewhat disappointed by the usability focus in his program
- Runs a blog on design- and usability-related issues
- Helps organize design events in the Austin area
- Getting an MA; considering applying to IIT for PhD program
- Student Member of SIGCHI, UPA

Goals:

- Share his ideas with other students, teachers, and practitioners
- Establish an online presence and name for himself
- Fill in some of the gaps in his coursework with online information
- Find a good resource for school-related and personal design projects
- Line up a great design or usability internship/job
- Keep on top of the latest and greatest design tools
- Find design colleagues to hang out

Stan Kazar, Interactive Design Studio Founder

- ◆ **Stan Kazar, 43**

- ◆ Principal, KID (Kazar Interactive Design) San Francisco, CA

- Cofounder and principal designer in a 5-person interactive design studio
- Mostly self-taught interface design and prototyping; BA in Humanities and Philosophy
- Clients mostly local, but some from as far as east coast US and Canada
- Involved in business management and sales calls as well as design work
- Mostly web work (IA and development), but increasing amounts of CD-ROM, SW, and device/equipment interfaces
- Lapsed member of AIGA-ED

- ◆ Goals:

- Build reputation as a leading boutique design firm
- Find out what the competition is up to
- Get intelligence on current business and design trends in his clients domains (and domains he wants to get into)
- Find new talent to hire or subcontract to
- Review design methods, practices, and principles that apply to client domains he's less familiar with
- Network at local events and have a presence at global events

Bill Crawford, GUI Developer

- ◆ **Bill Crawford, 30**

- ◆ Graphical User Interface Developer, EDS

- MS Degree from CS Program, Baylor
- Employee at a large IT consultancy firm
- Designs and develops GUIs for national businesses
- Background in traditional usability/human factors methods and computer science, but no formal design training
- Designs 50% of time, codes other 50%
- Member of IEEE

- ◆ Goals:

- Deliver excellent solutions to clients on time and on budget
- Broaden interface design knowledge
- Find timely answers to specific design/usability questions or problems
- Find information on useful new tools/technologies/innovations
- Find good reference materials on interface design
- Find design principles and patterns that apply to current projects

Ramesh Mehta, UI Designer

- ◆ **Ramesh Mehta, 26**
- ◆ UI Designer, Delhi Development, Ltd., Bangalore, India
 - BFA in Graphic Design from BIU
 - Employed at a large IT outsourcing firm for last 3 years as a UI designer
 - Designs and develops GUIs for local businesses and outsourcing to US
 - Background in graphic design with a certification in human factors
 - Member of SIGGRAPH
- ◆ Goals:
 - Find a design community to participate in and get support from
 - Get help in unraveling tough design issues
 - Learn more about technology and platform issues surrounding design
 - Help identify best practices in design process

Ericka Schilder, Usability Specialist

- ◆ **Erika Schilder, 32**

- ◆ Usability Specialist, Deutsche Elektronik, GmbH Stuttgart, Germany

- Usability professional at a mid-size electronics manufacturer
- Part of centralized group of 6 usability professionals who handle company website and product designs (CE and professional products)
- Company execs still mostly "old-school", so usability and design often remain difficult sells when schedule or budget are at issue
- PhD in Human Factors and Cognition from Univ. of Heidelberg
- Expected to perform design as well as usability tasks
- No formal design training
- Member SIGCHI, HFES

- ◆ Goals:

- Get information on design-related issues, methods, processes, and best practices
- Get advice/tips on selling the value of design and usability to management
- Participate in a community discussing design issues
- Have a sounding board for trying out ideas
- Have a venue for providing pointers/citations to her own research
- Find interesting conferences to attend

Willa Lasky, Information Architect

- ◆ **Willa Lasky, 23**
- ◆ Information Architect, Inorganic Inc. NYC, NY
 - BA in Web Design from Cooper Union
 - Works for medium-sized web/interactive design firm in Manhattan
 - Knows about IA; not clear on the difference between it and interaction design or experience design
 - Not involved in much non-web work
 - Member of AIFIA, SIGIA
- ◆ Goals:
 - Become a principal in her firm
 - Find other designers to discuss the craft with
 - Find out about new design tools
 - Find out how other designers are solving problems
 - Find a good set of principles to use as a reference
 - Learn more about what's going on in her profession

Dexter Greenblatt, Interaction Designer

- ◆ **Dexter Greenblatt, 28**

- ◆ Interaction Designer, MotoCEL, Austin, TX

- MA from Institute of Design/IIT
- BA in CS from MIT
- Desktop, device, and web experience
- Believes in “Big D” design (visual, IxD, prototyping, research and u-test as a singular process)
- Expert in IxD/UX practice at his company
- Reluctantly being pulled into management track
- Doesn't see value in organizational memberships

- ◆ Goals:

- Save the world one screen at a time
- Keep abreast of the latest methods and techniques
- Understand business issues as they relate to design
- Figure out how to defend design concerns in his company against hostile/ignorant forces
- Balance design management concerns with design work

Melanie Sun, Senior User Experience Designer

- ◆ **Melanie Sun, 30**
- ◆ Sr. UX Designer, Cardion Medical Systems, Pittsburgh, PA
 - MA in Interaction Design from CMU
 - BA in Psychology
 - Desktop, device, and web experience
 - Worked at Philips Medical Systems for 5 years, has just moved
 - Building an IxD practice in her new job
 - Interested in management track
 - IxD expert in her company, works with Human Factors people
 - Member of SIGCHI and UPA
- ◆ Goals:
 - Keep abreast of the latest methods and techniques
 - Understand business issues as they relate to design
 - Figure out how to up-level design concerns in her company
 - Make the jump to design management
 - Build her reputation in the design community