

# Jennifer L. Allen

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Portfolio: [www.jenniferleeallen.com](http://www.jenniferleeallen.com)

## Career Objective

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I seek to obtain a position in a human centered design consultancy which utilizes my diverse and extensive skills in interaction and service design.

## Education

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### **Indiana University, Bloomington, IN 2009**

Masters of Science, Human Computer Interaction Design

### **Indiana University, Bloomington, IN 2002**

Bachelor of Arts, Computer Science

### **Indiana University, Bloomington, IN 1994**

Bachelor of Arts, Anthropology and Psychology

## Highlighted User Research and Design Projects

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### **The Beacon, Master's Thesis**

I conducted extensive primary and secondary research regarding sustainable transportation, ridesharing, and dynamic ridesharing. I designed an application that reduces traffic congestion in large urban environments by facilitating a safe, efficient and reliable dynamic ridesharing experience for the user.

Research and Design Methods: literature review, interviews, fly-on-the-wall observation, national online survey, rapid ethnography, cross-cultural comparison, body storming, exemplars, sketching, storyboarding, scenarios, concept testing, information architecture, prototyping, cognitive walkthrough, usability testing using qualitative and quantitative analysis

### **GoGrocery, finalist at Usability Professionals Association Design Competition, 2009**

My team and I designed a community owned door-to-door transportation service that enables people living in the same apartment community to collectively make trips to nearby grocery stores. The design re-conceptualizes a ubiquitous form of transportation to enable an auto-free, and thus more sustainable lifestyle.

Research and Design Methods: literature review, interviews, rapid ethnography, online survey, fly-on-the-wall observation, affinity diagramming, sketching, scenarios, information architecture, concept testing, prototyping, cognitive walkthrough, usability testing using qualitative and quantitative analysis

## **GroceryMate, finalist at ACM's SIGCHI Design Competition 2008**

My team and I conducted primary and secondary research and designed a grocery shopping assistance device that utilizes persuasive technology to solicit food donations for the homeless.

Research and Design Methods: literature review, interviews, focus group, contextual inquiry, fly-on-the-wall observation, affinity diagramming, sketching, scenarios, storyboarding, prototyping, cognitive walkthrough, usability testing using qualitative and quantitative analysis

## **Research and Interaction Design Skills**

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**Human Centered Research Methods:** activity analysis, affinity diagramming, body storming, contextual inquiry, cross-cultural comparison, cultural probe, diary studies, empathy tool utilization, fly-on-the-wall observation, focus group, personal inventory, rapid ethnography, scenarios, still-photo surveys, survey and questionnaire design, statistical and quantitative data analysis.

**Design Methods:** conceptual modeling, experience prototyping, flow analysis, information architecture, low and high fidelity prototyping, participatory design, personas, proof-of-concept, scenarios, sketching, story boarding, and information architecture

**Evaluation Methods:** cognitive walkthrough, heuristic analysis, think-aloud protocol, usability testing using qualitative and quantitative analysis, scenario testing

## **Development and Technical Skills**

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**Development:** XHTML, HTML, CSS, PHP, Perl/CGI, C++, SQL, UNIX shell programming

**Research and Design Applications:** Dreamweaver, Flash, Photoshop, InDesign, SPSS, Microsoft Office Suite, Balsamiq, iMovie

## **Industry Experience**

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### **The Design Philosophy Papers Consultant**

- Developed a strategic plan for the Design Philosophy Papers (DPP), an online scholarly journal concerned with sustainability. The strategic plan provided the client with the necessary steps to dramatically enhance the customer's experience of the Design Philosophy Papers website. It provided recommendations regarding the information architecture, usability, and interaction design of the DPP website. Wireframes of the revised website were provided to the client. In addition, the strategic plan also provided our client with an effective and impactful open access

e-publishing model, which potentially increased the number of subscribers and authors that contribute scholarly articles.

**Monroe County Public Library, Bloomington IN 2003 to 2008**  
**Information Systems Analyst**

- Evaluated and implemented new library software and hardware technology based on the assessed needs of staff and patrons visiting the library.
- Administered and maintained the Integrated Library System (ILS) software which served approximately 80,000 patrons and 150 staff. The ILS is an enterprise system is utilized for all functions related to the library collection. It is used to create and maintain the library collection as well as patron accounts.
- Implemented a new Integrated Library System with a team of library professionals. The implementation of the new system required the creation of new task flows for the staff members and the library patrons.
- Developed SQL code for ongoing reports regarding the library collection.
- Provided network and system administration for Monroe County Public Library and the Ellettsville branch.
- Maintained and administered the library's telephone phone system.
- Implemented a new phone system for the library with a team of specialist that resulted in a significant cost savings for the library. The implementation required the creation of new task flows for the staff members.
- Redesigned the interface of an under-utilized staff intranet website which resulted in the creation of a highly valuable information resource and the standardization of many library wide tasks.
- Led and participated on committees that directly or indirectly addressed improving the experience of patrons either through alteration of current services or through the creation of new services.
- Trained staff members on software applications.
- Assisted in the creation and maintenance of the public library website.