

Katy Gamble

User Experience & Web Design

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Summary

Senior Designer highly creative in easy to use web and mobile applications within the energy, automotive, engineering, information technology, healthcare, and telecom industries. Skills in a variety of user experience techniques from persona development, prototyping, custom HTML/JavaScript/CSS development, visual design, and usability testing. Use inspirational leadership style to create motivated and effective teams to ensure innovative solutions to increase customer delight.

Professional Experience

Drillinginfo

LITTLETON, COLORADO

Senior User Experience Designer

2014 - present

Responsible for user experience and visual design of SaaS products including well production analytics, GIS, legal repositories, and sub-surface well design and analysis.

- Determine desired client behaviors with Products, Development and Marketing teams;
- Discover and prioritize client business requirements and functional needs;
- Generate planning deliverables, including wireframes, sitemaps, content inventories, workflow diagrams, use cases, personas, and competitive analyses;
- Collaborate with UX colleagues on visual design standards and workflow processes in order to establish a common user experience across products.
- Collaborate with clients, project managers, and developers to ensure that deliverables are on-target, sufficiently explanatory, and technically feasible;
- Collaborate with product owners and stakeholders to bring concept to development;
- Educating and facilitating cross-functional development teams on appropriate user-centered design techniques throughout the development cycles;
- Organizing and conducting usability testing, analyzing data, and advising product owners on priority usability issues to be addressed;
- Working to ensure user experience design consistency across projects; and
- Proactively identify and develop new product concepts.

MOMZY

LITTLETON, COLORADO

Co-Founder & CTO

2013 - present

Assure the successful execution of the MOMZY mission through development and deployment of the company's web presence. This requires envisioning the company's service offerings as a web-based business, leading implementation of web and mobile applications, establishing an active social media presence, and planning for risk and growth.

Strategy & Planning

- Identify opportunities and risks for delivering the company's services as a web-based business, including identification of competitive services, opportunities for innovation, and assessment of marketplace obstacles and technical hurdles to the business success.
- Identify technology trends and evolving social behavior that may support or impede the success of the business.

- Lead strategic planning to achieve business goals by identifying and prioritizing development initiatives and setting timetables for the evaluation, development, and deployment of all web-based services.
- Communicate the company's technology strategy to investors, partners, and customers.

Implementation & Deployment

- Select and set up web-based internal communications systems for project management (Rally) bug tracking systems (Redmine).
- Collaborate with potential customers to prepare wireframes or mockups of a prototype of the company's web and mobile application.
- Create the company corporate identity and design the web and mobile application's look and feel.
- Select and manage outsourced vendors who implement the application.
- Review and approve proposed development releases and manage the release process.
- Monitor application performance and review any application failures in staging or production.
- Support the marketing process by providing implementation of technical requirements for Internet marketing and search engine optimization.

IHS

ENGLEWOOD, COLORADO

Senior User Experience Designer

2008 - 2014

Create, manage and communicate the corporate style guide and user experience best practices for web and mobile applications.

- Lead designer on company's number one priority product that is responsible for \$200+ million in revenues. Received Circle of Excellence award.
- Designed C-level energy research website in eight hours in a race to beat Thomson Reuters to market. Supported development team and launched the product in 40 days. CEO rewarded team with a Circle of Excellence award.
- Lead the global UX practice of 20+ designers to ensure best practices are created and shared among product teams.
- Re-designed the homepage of a storefront site (global.ihs.com) that resulted in a 20% increase in sales per day totaling ~\$1.7 million per year.
- Bridged the gap between product development and branding/marketing to create a cohesive brand image across all products.
- Designed and developed blogging strategy, process, and templates that increased subscription sales by 5% or \$2.5 million in 2012.

RECONDO TECHNOLOGY

GREENWOOD VILLAGE, COLORADO

User Experience Designer

2007 - 2008

Create and manage user interface standards for a new medical billing web application. Develop wireframes and prototypes for user testing.

- Designed and developed a clickable prototype that assisted the sales team to close the first sale.
- Decreased development time 20% by providing user interface designs and HTML templates to developers.

CONSULTING: JEPPESEN, VERIZON WIRELESS, AVAYA, POLICY STUDIES

DENVER, COLORADO

User Experience Design Consultant

2004 - 2007

Research and design custom asset management tools, knowledge repositories, field management tools, and healthcare management web applications.

- Increased aerospace mapping management time from two weeks to two days by simplifying and automating the process.

- Increased field worker efficiency and adoption of new management software by designing and testing in the field a new touchscreen web application utilizing GPS technologies.
- Designed a working prototype for a healthcare insurance web application for a federal government RFP. Of the 10 proposals presented, my client made it to the final two.

LOCKHEED MARTIN CORPORATION

LITTLETON, COLORADO

Associate Software Engineer

2000 - 2002

Java developer for internal web applications to automate engineering processes.

- Designed and developed a web application that replaced the legacy UNIX product to manage CAD files. Engineers could then access CAD files day minutes instead of weeks.
- Designed and developed a department audit system that automated the yearly process and removed the need to hire a temporary employee for data entry.
- Created and maintained a user interface template library for developers to reuse. Decreased development time by 10% in the department.

Education

Executive Master of Business Administration

University of Denver 2013

Bachelor of Business Science, Information Systems and Marketing

University of Colorado - Boulder 2000

Technical & Specialized Skills

Software Axure, OmniGraffle, Adobe Photoshop, Illustrator, Morae, UserZoom, Rally

Languages HTML, CSS, JavaScript

Honors & Awards

David Sloan Scholarship Recipient, ACG Denver, 2013

Cohort Leader, DU EMBA, 2012