

JEANIE BARKER

Strategy | Design | Innovation

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SPEAKING ENGAGEMENTS

Designing a User Experience that Drives Patient Engagement
GC3 Health Information and Management Systems Society (HIMSS) Conference
Nov 16, 2017

Designing Human Experience: Digital vs Physical (Panelist)
General Assembly Atlanta
Apr 2, 2017

Design Disruptors (Panelist)
Interaction Design Association (IXDA) Atlanta
Sep 14, 2016

EDUCATION

Masters in Human-Computer Interaction (HCI)
Georgia Institute of Technology
May 2004

BS in Computer Science
Rochester Institute of Technology
Feb 1998

PROFILE

A highly-skilled senior leader with extensive experience in UX strategy, design, and research, who applies user-centered methodologies to achieve best-in-class products and services. Excels at analysis and design to simplify complex problems. Values growth mindsets, creative thinking, and a collaborative culture.

EXPERIENCE

UX Design Principal

Dec 2013 - Present

PointClear Solutions, Atlanta, GA

- Design Principal for a wide breadth of Healthcare client engagements, defining UX approach and leading teams of researchers, UX, and UI designers to create exceptional digital experiences
- Lead PointClear's Design Thinking Initiative to transform enterprise process
- Plan and facilitate project kickoffs to understand product, uncover problem, and direct focus to meet user needs and maximize value for client. Lead ideation sessions to drive innovative solutions found at the intersection of business, technology and design.
- Actively participate in agile development process to infuse UX design principles into applications
- Collaborate on sales and estimation process and present proposals to new and existing clients to grow the organization organically

Adjunct Faculty

Jan 2015 - May 2016

The University of Alabama at Birmingham

Developed a 4-course UX track curriculum for UAB's Master of Science in Health Informatics. Taught the following courses:

- HI 651: Foundations of User Research in Healthcare—An overview of quantitative and qualitative research methods with emphasis on researching and modeling clinical workflows
- HI 653: Managing the User-Centered Development Process—Considerations for building, planning, and championing a UX culture within a healthcare-focused organization. Topics included mobile technologies and design, information visualization, and integrating traditional and Lean UX into agile development efforts.

User Experience Team Lead

Jul 2010 - Dec 2013

Northrop Grumman, Atlanta, GA

- Led cross-disciplinary teams during the Initiation and Concept stages of a project to define project strategy
- Built and maintained a strong UX team by focusing on professional needs and spearheading recruiting efforts
- Identified and implemented standards and processes to improve team efficiency and design consistency across projects
- Injected Lean UX principles into projects evolving from waterfall to agile process methodologies
- Estimated all projects requiring a UX resource

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RESEARCH METHODS

Usability Testing
Contextual Inquiries
User Interviews
Focus Groups
Surveys
Analytics
Card Sorts/Tree Tests
First-click Testing
Heuristic Evaluations

RESEARCH TOOLS

UserZoom
OptimalSort
Survey Monkey
Morae
Keynote WebEffective
Google Analytics
SiteCatalyst

SYNTHESIS & OUTPUTS

User Personas
Journey Maps
User Stories
Storyboards
Workflows
Service Blueprints
Competitive Analysis
Research Reports

DESIGN TOOLS

Sketch
Invision
Omnigraffle
Axure
Visio

INNOVATION TECHNIQUES

Ideation Facilitation
Parallel Design
Impact Mapping

TECHNOLOGY FOCUS

Responsive Web App
Mobile App
Dashboards/Data Analytics
Custom Medical Device
Kiosks

Sr. User Experience Specialist

Apr 2009 - Jul 2010

Northrop Grumman, Atlanta, GA

- Comprehended complex public health surveillance rules and data. Identified ways to accurately present the info and allow users to interact with the data to answer a wide range of questions
- Evaluated web and mobile application design through a variety of usability research methods. Conducted user interviews and represented findings via user personas.
- Developed interactive and paper prototypes
- Created social media strategies to promote and drive traffic to web applications. Analyzed web metrics to measure effectiveness and adjust promotion activities.
- Educated CDC division about the benefits and value of user-centered design
- Collaborated on defining UX standards and templates for CDC Web applications

Sr. User Experience Designer

Jul 2008 - Apr 2009

Roundbox Global, Atlanta, GA

- Designed interaction strategies and page layouts for rich internet applications
- Translated business requirements into user stories and user acceptance tests
- Worked effectively with distributed, cross-cultural teams

User Experience Specialist

Oct 2004 - Jun 2008

Northrop Grumman, Atlanta, GA

- Planned and executed UCD strategy for application projects based on customer needs, budget, and priorities and integrated tasks into overall development process
- Documented and implemented best practices and standards for CDC web interfaces including navigation techniques, SEO guidelines, and accessible GIS color schemes

ADDITIONAL EXPERIENCE

Graduate Research Assistant

Aug 2002 - May 2004

Biomedical Engineering at Georgia Tech, Atlanta, GA

Human Factors Engineer

Jan 2000 - May 2001

Eastman Kodak, Rochester, NY

Software Engineer

Apr 1998 - Jan 2000

Eastman Kodak, Rochester, NY

Software Engineer

Mar 1997 - Mar 1998

Northern Telecom, Rochester, NY

Software Engineer

Sep 1995 - Nov 1996

Thomson Legal Publishing, Rochester, NY