



allison.park@gmail.com | 847-913-7856 | allisonparkbrown.com



PROFESSIONAL PROFILE

Information Architect and Project Manager with 10 plus years of experience in a broad range of industries including, IT, e-commerce, online marketing, and general business management consulting. Excellent interpersonal and communication skills, thrive in cross functional teams environments. Proven ability to build trust based relationships with business stakeholders, operations managers, technical staff, and external vendors. Recognized for creating positive team environments that promote collaborative, problem solving practices.

AREAS OF EXPERTISE

information architecture

Define site architecture and navigation that serves as a blueprint upon which all other aspects are built. Create wireframes, site maps, schematics, process maps, feature lists, mockups, visual specification, working prototypes and other artifacts to describe the intended user experience. Understand not only the business goals but also user motivations to satisfy both needs with optimal information organization and interaction rules.

project management

Certified PMP (2005-2010),
Certified Scrum Master

Software Development Methodologies practiced: Waterfall, RUP, Agile, and common sense approach. Plan, execute, and finalize projects according to strict deadlines and within budget. Practice Scope management, Requirements management, Cost analysis, Risk assessment, Resource management, and Time management.

strategy + analysis

Define project strategy by performing design research practices such as card sorting, customer interviews/surveys, contextual field research, and competitive analysis. Help define operational strategy by designing and implementing work flow processes and roles and responsibilities for resources within business units. Deliver presentations to executive members, management teams and peer groups.

EMPLOYMENT HISTORY

- United Airlines** | Elk Grove , IL (2009-present) Senior Information Architect
- Avenue Inc** | Chicago, IL (2008 – 2009) Information Architect + Senior Project Manager
- Leapfrog Online** | Evanston, IL (2006- 2008) Information Architect + Senior Project Manager
- Ernst & Young** | Chicago, IL (2005) Sr. IT Consultant
- CDW Corporation** | Vernon Hills, IL (2003 – 2005) Information Architect + Project Manager
- Razorfish** | Boston, MA (2001-2002) Functional Lead +Translator
- Andersen Consulting** | Chicago, IL (2000-2001) Developer + Business Analyst

SKILLS

OS: Windows, Mac, MS Project, MS Office, Visio, Omnigraffle, Indesign, Primavera, SharePoint, JIRA, TRACK, Basecamp, Project Central, Interwoven Teamsite, Bugzilla, Clear Quest Test Director, Visual Source Safe

LANGUAGES

- Korean** | Fluent
- Spanish** | Beginner

EDUCATION

University of Illinois at Urbana-Champaign | BA in Information Systems and Pyschology

PROFESSIONAL TRAINING

Two days of design, code and content | San Diego, CA (Nov 2010)
Presenting data and Information by Edward Tufte | Chicago, IL (Oct 2009)
NNG usability week by NNG group | Chicago, IL (Nov 2008)
Agile Product Owner by Rallydev | Evanston, IL (May 2008)
UX Intensive by Adaptive Path | Chicago, IL (April 2007)
Certified Scrum Master by Scrum Alliance and Net Objectives | Vernon Hills, IL (May 2006)
Project Management Professional (PMP) Certified | (Sept 2005)
The 9 elements to Success by Devry University | Vernon Hills, IL (April 2004)
Gathering& Testing User Requirements by Rice Consulting | Chicago, IL (May 2004)
MS Project 2000 Advanced by Productivity Point | Deerfield, IL (April 2003)
Essential Visual Basic by Developmentor | Boston, MA (Feb. 2002)
Andersen Consulting Six Weeks training | St. Charles (July 2000)

SELECTED ACCOMPLISHMENTS

United Airlines

Projects | Secure Flight, Flight Search Enhancements, Directional Price Display, Department Of Transportation mandates, Search Results, Bill me later, Acculink, Multivariate testing of Purchase page, Manage reservations redesign

Operational Strategy | Consistently working towards a better project process and for smart integration of the visual design, IA and usability teams in that process to yield most efficiency. Remembering to step back from time to time to review the big picture of where the UX team fits and how we can add value to the company in whole.

- Collaborate with Product Management team to understand business goals and help define strategy, content, and features for the site.
- Develop thorough, realistic plans that support organizational objectives. Create multiple concepts that would support the functional needs of users, then communicate their pros and cons
- Define page or section architecture and navigation that serves as a blueprint upon which all other aspects are built
- Define usability testing concepts and objectives. Work with usability expert to write research plans, create prototypes, observe tests, review and synthesize findings and refine designs as needed.
- Create business wires, site maps, schematics, process maps, feature lists, mockups, visual specification, working prototypes and other artifacts to describe the intended user experience
- Provide feedback to subsequent comps, participate in mtgs with the distribution team and also attend UATs to minimize functional and design compromises.

Avenue | WWF Online Gift Center Redesign

An effort to redesign WWF's online gift center in time for a holiday season. Project entailed streamlining the user buy path experience while maintaining WWF's main message of world conservation efforts. The project increased the holiday season 2008 traffic by 15%.

- Clearly and repeatedly communicated the goals/visions of the project to the project team to assure that progress was made on the correct path. Put together a milestones calendar and facilitated daily status to discuss daily goals and obstacles to be removed
- Created wireframes to be used as a communication tool between client, designers and front end developers
- Conducted phone conferences with clients to review progress and to resolve issues
- Put together a budget and completed the project within the budget allowed, on time and received positive feedback from client

Leapfrog Online | Enterprise Agile Implementation

Contributing to company's strategic roadmap by acting as an agile coach to both project team members and junior project managers. Striving to remove organization impediments, consistently making progress, while maximizing the benefits of agile product development by practicing within the company project teams

- Sharing with business users the agile concepts and practices; coaching them with user story writing sessions and product backlog creation, explaining the product owner role description and responsibilities.
- Implementing the scrum meetings including: the daily scrum, weekly estimation meetings, sprint planning, and sprint retrospectives.
- Building of trust-based rapport with business users by demonstrating client service focused, team driven project management style.
- Collaborating with product owners to prioritize and organize the existing product backlog to maximize ROI.
- Suggesting new ideas and getting buy in from team members on trying out new ideas: implementing the information radiators.
- Setting expectations with business users in status meetings and also in face-to-face ad hoc meetings when necessary.
- Practicing issues management process in a team oriented setting where team members' opinions are valued.
- Keeping a clear communication channel between the business unit and the development team to promote progress.
- Motivating team members with positive attitude and maintaining calm in all weathers/situations.
- Looking out for the health of the team by removing impediments and constantly evaluating workload.
- Championing the agile training for the 15 product owners. Made presentations to the executive team for buy in. Participated in interviewing the different companies for the training, reviewed the curriculum. Kept moving the initiative forward until the training took place

Leapfrog Online | Campaign Management System Redesign

A complete redesign of company's existing campaign management system to meet the needs of users

- Facilitation of user research in both forms of surveys and user interviews to gather requirements and to document user pain points, while outlining the business objectives and goals for the project.
- Facilitation of Card sorting exercise with user community to build project awareness, buy in, and to come up with the high level content mapping to be used by the data modeler
- Review of existing processes and tasks diagrams to drive out the gap in work flow and to list the work around solutions used
- Results of the research analyzed and presented to the project stakeholders to guide them in understanding the initiative scope and to make suggestions on prioritization of work
- Creation of medium fidelity wire frames to be used as communication tool by the product owner in demos with user community; to aid in flushing out concrete feature requirements for the project team

Leapfrog Online | Promotions Fulfillment Portal

An emergency initiative to rewrite the promotions fulfillment engine, development of a new admin site, a new distribution center selection, and a new customer service call center selection.

- Creation of the web site buy flow and order fulfillment process to be reviewed and utilized by the implementation team
- Creation of user stories for the new admin site, wireframes for the new admin site UI, including the dashboard reports.
- Organization and writing of the business and technical requirements for new warehouse selection criteria.
- Site visits to multiple potential warehouses in order to tour the facilities and to review and discuss requirements.
- Aided product owners in coming up with requirements for the new call center
- Site visits to multiple potential call centers in order to tour the facilities and to review and discuss requirements

CDW | Sales Productivity Suite

An application consolidation effort to streamline the daily operations of 2000 account managers. The consolidation decreased keystrokes and toggling between applications. The major increase in productivity came from adding the 3-step order entry feature to the application, which in the past was only accessible through the AS/400 with 12 steps

- Presented to Sales Executive members and IT management team in order to get buy in of the application and its value
- Worked closely with the Application Architect to develop the proof of concept and design of the new application
- Devised the multi-phased project plan, broken down by features driven milestones
- Implemented the Wall Gantt to display tasks progress of developers and met daily to start the day off with individual goals
- Communicated consistently with business owners to ensure all requirements were met and documented
- Effectively managed and coordinated a team made up of AS/400, windows developers, contractors, designers and UI consultants
- Exercised Change management process; documenting changes requested, performing impact analysis and making implementation decisions based on the options available within the timelines agreed and features promised
- Integrated the QA team and their plan into the project plan and managed deliverables with dependencies to development tasks
- Delegated to sales training department to create and maintain content for Help files using Robo Help for the application

CDW | Customer Segmentation and Lead Generation

A homegrown CRM application to aid account managers to be more proactive than reactive in selling. Also introduced the concept of account segmentation. The application provided account intelligence and strategies developed specific for the account, based on both their firm graphics and past purchasing behaviors. The application was also designed as a performance-measuring tool for the sales management team and was projected to increase sales by 6% in the first year of use

- Coordinated the marketing and sales management teams in design of the application: using UI mock ups, features list, and scope diagrams
- Mediated the discussion sessions to come to an agreement of business requirements from both management teams
- Worked with a consulting group that specializes in user experience to evaluate the design and usability of the application
- Worked closely with the program manager from marketing to put together the plans for training and communication/advertising for the tool
- Managed the relationship with a third party that specializes in market data research to provide the project team with cleansed industry data and algorithms to be used in segmenting our customer database
- Managed 2 pilot launches; 35 account managers for 3 weeks and 150 account managers for 6 weeks respectively
- Participated in the focus sessions after the pilot periods to gather feedback from account managers and to create an enhancements list to prepare for full launch.

Razorfish | Estee Lauder & Clinique Korea

An effort to launch Estee Lauder Korea and Clinique Korea, while developing a content management tool, team site, as a deliverable to the client for future changes and maintenance of the site content post the initial launch

- Translated and verified the content used in sites from both Korean to English and English to Korean
- Conducted phone conferences with clients in Korea to review content and to resolve issues
- System tested the developed sites, assigning, logging and fixing bugs using PVCR
- Organized and manipulated the product directory, which includes more than 200 products per season