

# Mary Lukanuski

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## User Experience Strategist, Designer, Manager

- Innovative Product Strategist, Researcher and Manager experienced in the design, development and delivery of web and cross device applications.
- Skilled in project and product management: managing cross functional and international teams from product concept to launch.
- Astute understanding of creative, social, commercial and technical challenges to address user needs and market demands.

## Education

Columbia University, New York, NY  
MS, Library Science

Catholic University of America, Washington, DC  
BA, American History

## Professional History

### SideReel/Rovi - San Francisco, CA

#### Director, User Experience – 2011 to May 2012

As a member of the product development team, responsible for creating prototypes, managing and analyzing user research and testing, coordinating with the product development team and mentoring designers.

- Researched and analyzed cross device behaviors of US based college students.
- Refined product council process by introducing product development alignment to business goals.
- Created 1-6 month UX Product Strategy based on business goals, industry trends and user research.

### Hewlett-Packard, Personal Systems/Customer Experience - Cupertino, CA

#### Manager, User Experience Design – 2009 to 2011

Responsible for the user experience of client and server based consumer products from definition to release. Collaborated with engineering on product development, managed international teams, and communicated with executive management on strategic issues and project status.

- Created and managed the customer experience for Cross Device digital content service including PC, web, mobile, tablet and mobile web applications.
- Introduced Lean product development processes resulting improved efficiencies and greater team collaboration.

## **SAP, Palo Alto, CA**

### **Senior User Experience Designer – 2007-2009**

Responsible for strategy and design of mobile and web based applications. Directed the User Centered Design Process. Led cross-functional, international teams of business owners, application designers and developers to design and refine interaction patterns.

- Published interaction patterns resulting in efficient creation of coherent and consistent software.

## **Walmart.com – Brisbane, CA**

### **Senior Information Architect – 2006-2007**

Responsible for strategy and design of web based application for internal and third party enterprise tools. Led cross functional team of business owners and developers, assessed user needs, aligned business requirements with user needs and technical capabilities.

- Delivered a software solution that significantly improved the inventory management system – conducted customer interviews, partnered with engineering to identify technical issues, developed roadmaps, validated system through beta implementation.

## **Manager, User Experience/Information, Brisbane, CA**

### **Ion Global Architecture Practice – 2005-2006**

Established the User Experience/Information Architecture practice. Hired staff, established processes during a significant B2B globalization project involving B2C e-commerce.

- Led UEX analysis and design of global site including setting business success criteria, operational issues and technical/backend issues.
- Created a suite of local and remote international usability testing protocols. Grounded UEX practice in quantifiable business goals.

## **Independent Consultant – 1996-2005**

Provided services across a broad range of industries in the areas of Information Architecture, User Experience Design and Software Project Management.

### **Selected Clients/Projects:**

**Web MD:** Designed and conducted two sets of in-person task based usability tests. Analyzed results and presented to C-level decision makers.

**Yamaha Motor Corporation:** Created a site architecture aligned to a new CRM Strategy, produced Best in Class solution. <http://www.yamaha-motor.com>

**A.G. Ferrari:** IA/user Experience Designer/Project Manager of e-commerce site, increased online sales by 20%. <http://www.agferrari.com>

**Addis:** Project Manager of website redesign, increasing awareness of company by 15% <http://www.addis.com>

**RREEF:** Designed internal web based applications and property management, streamlined internal operations.

**Pottery Barn Kids:** Designed site architecture of debut site, cited as contribution to site success.

**Wired Online:** Director of Production

### **Professional Affiliations**

**ACM, Bay CHI** – Presenter at International Meeting 2008 – “Agile or Awkward? Surviving and Flourishing in an Agile/Scrum Project.

**Words Create Worlds** - Organizer for UX/Developer conference on the evolution of Agile/Lean processes

### **Community Service**

ex officio Board Member – Berkley High School Crew  
Volunteer NorCal High School Cycling League