

Marilyn C. Salzman, Ph.D.

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PROFILE

- ◆ Customer experience strategist with over 15 years of leadership in user-centered and business-savvy experience design.
- ◆ Experienced manager, creative problem-solver, team builder, and cross-functional liaison.
- ◆ Extensive expertise designing products, including: ecommerce, portals, the web, business applications, consumer products, mobile devices, interactive voice systems, medical products, educational technologies, and documentation.
- ◆ Highly skilled in user-centered research and design techniques, including: interviews and surveys, task analysis, heuristic walkthroughs, usability testing, web metrics, wireframing, workflows, template development, and design specification.

WORK HISTORY

President, Salzman Consulting, 2008 – Present

- ◆ Providing experience strategy, design, and measurement consulting for international corporate websites, B2B, B2C, and B2P ecommerce, portals, social media, and rich internet applications (RIAs).
- ◆ Serving as a member Industrial Wisdom's consulting team, helping clients to understand their customer needs, solve complex software and web application design problems, and develop experience measurement strategies. Clients have included: GlaxoSmithKline, Lifetouch, and Cengage Learning.
- ◆ Managed the global research projects and a series global web design initiatives to improve a Fortune 100 client's (Cisco Systems) global web presence; helped Cisco refine their global launch process, templates and experience flows.
- ◆ Exceeded a Fortune 500 client's expectations with in-depth user profiling, user stories and competitive analyses to inform the design of a SaaS collaboration environment with project management, repositories, communications, and social media technologies.

Interaction Strategy & Design Manager, Sun Microsystems, 2006 – 2008

- ◆ Manage the customer experience research and design team (20-30 employees and contractors) and a multi-million dollar web design program for Sun's external web properties (sun.com, ecommerce, downloads, social media, and portals).
- ◆ Direct the design program for the porting and integration of Sun's customer and partner facing web applications to an Oracle 11i infrastructure. Identified risks to a multi-billion dollar revenue stream and delivered design solutions to mitigate these risks and to support strategic business processes.
- ◆ Orchestrated the user experience strategy and design of new B2B and B2P ecommerce environments, both multi-million dollar projects impacting billions in revenue. Customer and partner feedback has been very positive and Site IQ reported: *"The streamlined [B2B] designs are catching the attention of Sun's peers in the industry."*
- ◆ Re-engineered our design practice. Engagement, deliverables, work process, and governance changes dramatically improved the team's efficiency and effectiveness.
- ◆ Delivered extensive user, customer and partner experience improvements across the web, including home page designs, online ecommerce and specialty stores, dynamic product comparisons, product finders, configuration tools, community participation features, personalization features, and a customer portal.

TESTIMONIALS

"Over the 20 years we have worked together, Marilyn has become an exceptional user experience specialist. She always sees the big picture and thinks strategically."

— Joseph Dumas, usability guru,
co-author & former manager

"Marilyn is an astoundingly smart and incredibly perceptive and capable manager and designer."

— Martin Hardee, Web Experience Design
Director, Cisco Systems

"Marilyn is not only a master in her field, she is also a gifted leader and an asset to any organization."

— Allison Aldridge-Saur, Director of
eMarketing, Chickasaw Nation

"... Marilyn is a tireless champion and evangelist for good design and user experience. She does not stop at Interactive Design, she is always looking at the entire picture from content, business strategy, technology, and the return on investment ..."

— 2008 award nomination by the Interaction
Strategy & Design Team at Sun Microsystems

"Marilyn is easily the most strategic thinking and hardest working user experience guru I've ever worked with. ... delivering real, visible results that deliver significant ROI to Sun."

— Andreas Hofmann, Director of Product
Marketing, Sun Microsystems

Customer Experience Research & Design Consultant, Sun Microsystems, 2001 – 2006

- ◆ Led an overhaul of sun.com's product information architecture, messaging strategy and templates. Enhancements were well received by customers and the business alike. Received a .Sun award for outstanding contributions. Two years later, Site IQ was still saying: "We use Sun as an example of the best product pages."
- ◆ Identified key opportunities to enhance the web through business and customer lifecycle research: interviews, site visits, and usability testing. Designed, prototyped, and evaluated various forward-looking web design concepts.

Senior Human Factors Engineer, Genomica, 2000 – 2001

- ◆ Spearheaded the information architecture, user interaction, and visual interface design for a web-based application supporting highly interactive and complex scientific workflows. Worked with domain experts to develop use case scenarios, workflows, and specifications for the application.
- ◆ Delivered design solutions supporting flexible permissions, collaboration features, and powerful manipulation, analysis, and tracking tools for millions of data points.

Design & Usability Engineer, US WEST Advanced Technologies, 1998 – 2000

- ◆ Led customer-centered research and design projects for US WEST's wireless products and services. Developed proposals and work plans, and oversaw budgets for several hundred thousand dollar projects.
- ◆ Designed and evaluated a variety of consumer and business products, including web sites, web portals, wireless web services, ecommerce sites, text messaging, voice messaging, information services, wireless phone interfaces, customer bills, sales support tools, and on-line help and documentation.
- ◆ Spearheaded customer experience research via a *Going Wireless Study* and a *Lifecycle Panel*. These projects employed a combination of field, survey, and laboratory techniques. Research helped us identify strengths and weaknesses for various customer touch-points, including sales, customer care, and billing, as well as product and service design.

Senior Usability Engineering Research Associate, American Institutes for Research, 1990 – 1993

- ◆ Consulted for clients such as G.E. Information Services, Motorola, Hewlett Packard, Thomson Consumer Electronics, FDA, Siemens, and Datex.
- ◆ Designed and evaluated consumer, business, and medical software, hardware, and documentation products. Products included productivity software, system administration software, telephone systems, a navigation system, patient monitors, and on-screen menuing systems with remote controls.
- ◆ Conducted user experience research to determine user interface requirements. Developed working prototypes, wireframe mock-ups, and flow-charts to specify design. Administered focus groups, surveys, heuristic evaluations, expert reviews, time-motion studies, and usability tests to drive product design and refinement.

Other Research, Design & Consulting Experience

- ◆ Conducted an ethnographic and quantitative study of calendaring practices and mobile technologies in support of an NSF research grant. *University of Colorado, 2001 – 2003.*
- ◆ Published several well cited articles, including: *Damaged merchandise? A review of experiments that compare usability evaluation methods* and *Voice-mail diary studies for naturalistic data capture under mobile conditions.*
- ◆ Managed an interdisciplinary team of human factors psychologists, educational technologists, graphic designers, and programmers on Project ScienceSpace, a multi-million dollar NSF grant to design and evaluate educational virtual realities. *George Mason University, 1994 – 1998.*
- ◆ Led an interdisciplinary team in developing, evaluating, and refining an interactive web site for the Center on Health Policy. *George Mason University, 1996.*

EDUCATION

George Mason University

- ◆ Ph.D. in Human Factors Engineering & Applied Cognitive Psychology
- ◆ M.A. in Human Factors Engineering

Tufts University

- ◆ B.S. in Human Factors Engineering,
- ◆ Minor in Engineering Management

PUBLICATIONS & WORKSHOPS

Lecturer: *B2B Experiences in a Consumer-Oriented Web World* for NN/g Usability Week 2008, New York, London, & San Francisco

More than 40 journal, book chapter, conference publications & workshops on user-centered research methods and design, 1991 – present

AWARDS

.Sun Hero Award for Outstanding Contributions to Sun.com in 2005

Summit Award for outstanding contributions to U S WEST Wireless's products in 1999

SIGCHI Service Award in 1999

PROFESSIONAL ACTIVITIES

Journal & conference paper reviewer, 1993 – present

HCIS editorial board, 2004 - present

SIGCHI EC Publications VP, 2003 – 2006

SIGCHI committees, 1998 – 2003

CHI and HFES volunteer, 1993 – 1998

HFES student president, 1994 – 1995