Diana Harrelson Hubbard, Ph.D.          User Experience Researcher and Designer
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## Education

University of North Texas
PhD, Interdisciplinary Information Science: Social Informatics, Human Computer Interaction          2016
Doctoral Fellowship Award
Dissertation: Rated M for Monkey: An Ethnographic Study of Parental Information Behavior when Assessing Video
        Game Content for their Children

University of North Texas
MS, Applied Anthropology          2010
Practicum Client: Red Hat
Thesis: An Ethnographic Exploration of the Fedora Project's Online Open Source Development Community

University of North Texas
BA, General Studies: Anthropology, Philosophy, and Psychology          2006
Senior Project: An Ethnography of a Guild in World of Warcraft

## Professional Experience

Design Consultant | User Experience Designer | User Experience Researcher at SAP          2018 – Present
- Owner of Design for SAP Innovation Services which entailed establishing design processes including providing which assets we would deliver when as well as task scoping, and sizing for our consultant teams.
- Worked directly with customers to understand their business practices and how Blockchain and other edge technologies (Internet of Things, Artificial Intelligence, Machine Learning and more) can improve their internal systems as well internal and external user experience.
- Designed interfaces to surface Blockchain content and provide access to the shared data establishing both trust and transparency among consortia.
- Facilitated Design Thinking & Application Design workshops with business and end-users to surface use-cases and provide opportunities for those who would be using our applications to have a direct impact on them.
- Project Manager and subject matter expert for an organization-wide Knowledge Management initiative
- Presented on Design-Led Innovation and Inclusive Design at SAP's annual Sapphire Conference
- Worked remotely with multiple European and Canadian teams

Course Designer | Lecturer of Design Research Methods at University of Texas at Dallas          2019 – Present
- Designed course curriculum and taught in the School of Arts, Technology, and Emerging Communication.

Head of Strategic Insights Research for Infrastructure and Platform at IBM Public Cloud          2017 – 2018
- Headed the strategic insights research team for the entire public cloud platform that included both infrastructure and platform as a service
- Designed and implemented ongoing exploratory, generative, and evaluative research studies
- Conducted in-person and remote interviews, talk-aloud prototype walkthroughs, card sorts, crafted surveys, utilized tools such as Amplitude, Fullstory, Invision, Sketch, Omnigraffle, and more
- Organized and conducted large scale research efforts at IBM's Think Conference
- Subject Matter Expert and Lead Design Consultant in Identity and Access Management (IAM) and Business Systems Support (Accounts and Billing), Tagging, and Information Architecture including Navigation
- Helped drive strategic design and development decisions with research data which informed recommendations and ongoing support throughout our agile design and development process for our IBM Cloud Customer Platform
- Created, led, and mentored the IBM Cloud (public) research team in research study design, implementation, and analysis
- Started the IBM Cloud Testing Network of industry experts utilized for user testing our very domain specific technology

Senior User Experience Designer at SoftLayer [2010] | Design Lead at IBM [2016]          2009 – 2018
(Formerly The Planet [2009])
- Lead a team of user experience/product designers for identity and access management and business systems support projects including implementing the first fine-grained access control and unified user management systems for IBM Cloud
- Designed and implemented user friendly interfaces and interactions for customer portal applications to manage IAAS and PAAS capabilities for web, Android, iPhone, and iPad versions as well as multiple individual tools used for server and data management, which decreased tool complexity and increased SoftLayer user productivity
- Conducted user research via on-site visits, virtual feedback, and phone interviews to gather data on how users used our systems to inform us with first-hand knowledge on how to improve them
- Worked remotely from multiple US and international locations with teams based in Dallas, Austin, and Houston
- Awarded an Outstanding Technical Achievement Award

Project Leader | Digital Ethnographer at Alterian                                          2011
- Conducted digital ethnographies and moderated focus groups to help companies learn more about their current and potential future users
- Supported other moderators with on the spot creation of mind maps and detailed notes
- Produced and presented deliverables to clients outlining how people thought/felt/believed and why they did so, then provided recommendations to improve their products/processes based on these findings
- Managed an online community of high level thinkers that provided a brain-trust for clients to consult with on important projects
- Worked remotely with people in Seattle, Chicago, London, and Vietnam

Usability & Interface Engineer at HRsmart                                            2008 – 2009
- Redesigned an entire software as a service application from the ground up implementing user friendly system interfaces and interactions for a talent management system reducing time to complete tasks over 50%, time spent searching over 60%, and time to navigate the system over 80%
- Ensured our software was accessible, for our contracts with state and local governments, utilizing Section 508 Web Content and Accessibility Guidelines
- Worked virtually with an international team of people from Argentina, Canada, Lebanon, and the Philippines
- Awarded the Creativity and Ingenuity award

Information Architect at imc2                                                        2007 – 2008
- Met and exceeded clients needs successfully through the development of wireframes, sitemaps, and workflows allowing for faster site and web application development based on sound information architecture principles and research
- Helped clients understand their customers better through audience personas and user scenarios
- Presented materials to clients such as EDMC, Lowe's, GSK, and Samsung

Interaction Designer at Principle Data Systems                                        2006 – 2007
- Provided heuristic evaluations, UI redesigns, SEO optimizations, and management of a custom CMS
- Designed custom portal sites for private schools

Web Developer & System Administrator at JCPenney                                      2002 – 2006
- Facilitated an increase in the productivity of the Marketing department by over 85% through conversion of paper processes to electronic ones and reduced the duplication of effort and information by linking systems together
- Designed, developed, and supported web based applications used by over 500 corporate employees & over 1000 stores
- Trained merchandising on how to better communicate with the creative department
- Increased efficiency of copy writers by establishing the first internal Wiki system
- Awarded the Marketing Excellence award