

Lynne Martin

387 Hillside Road, Ridley Park, PA 19078 • 610.322-0399 • lynne@lucidinterface.com • www.lucidinterface.com

TECHNICAL SKILLS

Scripting: HTML, XHTML, CSS, JavaScript

Macromedia: HomeSite, Fireworks, Dreamweaver

Adobe: Photoshop, ImageReady, Illustrator, Acrobat

Microsoft: Word, PowerPoint, Excel, Access, Project

Miscellaneous: Visio, QuarkXPress, TopStyle

PROFESSIONAL EXPERIENCE

Princeton Softech - Usability Architect

January 2007 - Present

- Provide technical expertise in human factors, usability, accessibility and interaction design
- Perform usability and accessibility reviews of products and web sites
- Define user-centric interaction design process and apply to the engineering lifecycle
- Conduct usability and accessibility studies at the appropriate times during product development
- Interaction Design Development: user flows, wire frames, page stereotypes
- Develop usability and accessibility guidelines and policies
- Document and maintain branding and design standards for application interfaces

SAP AG - Web Design and Usability Consultant

March 2004 – January 2007

- Analyze design problems and create wire frames, page stereotypes, and finished Web designs
- Meet with SAP business owners to find opportunities for Web-based marketing solutions
- Capture functional requirements and write use cases for new applications and Web sites
- Create solutions to design problems while adhering to the SAP brand and existing design standards
- Ensure usability and accessibility standards are maintained across SAP.com
- Create Web design guidelines for SAP.com, country and subsidiary sites

McNeil Consumer & Specialty Products – User Interface Design Consultant

December 2003 - March 2004

- Responsible for user interface of a WebLogic Portal application in development
- Work closely with developers and to modify JSP, XML, and CSS in creating the portal user interface

Hewlett-Packard Company - Web Designer

January 2001 - December, 2003

- Complete redesign of www.bluestone.com in accordance with HP Web standards upon acquisition of Bluestone Software
- User interface development for a mobile portal application
- Acted as engineering team liaison to accessibility and I18N/L10N standards teams

- Responsible for content, Web design, and user support of the Software Engineering Network, our collaborative development environment
- Composed technical documentation in the areas of portal branding, skinning, and deployment of Web Services and JSPs to the portal
- Assisted with production of technical documentation in Word, PDF, and HTML formats
- Provided graphic design services including user interface design, logo design, branding, collateral development, and architectural diagrams
- Responsible for the daily maintenance, content management, and Web design of the HP Middleware Division Web site and the middleware portion of the HP employee portal
- Content generation, Web design, and daily maintenance of an engineering team intranet site
- Compiled related information from a variety of technical sources and provided site content including biographies of team members and project details
- Wrote and edited content for both internal and externally facing Web sites and collateral
- Provided training in Adobe Photoshop, HTML, and Dreamweaver to developers and marketing staff

Bluestone Software, Inc. - Web Designer

May 1999 - January 2001

- Responsible for the Bluestone Software corporate Web site, the Sales Center intranet site, and the Bluestone employee site
- Performed multiple site redesigns, designed user interface for a variety of Web-based forms and applications, and designed Web graphics and banner ads
- Captured specifications for Web applications and presented design concepts to Java developers
- Worked with developers to create, test, and deploy Web applications
- Provided Web design services for a mobile portal product including design for multiple client devices including Web browser, WAP phone, and PDA
- Designed and implemented a large number of HTML e-mail campaigns for communication to industry analysts and customers
- Designed, produced, and distributed a quarterly HTML corporate newsletter
- Assisted with design and illustration for printed mail campaigns, signage, brochures, product packaging, and advertisements

EDUCATION

Associates Degree in the field of Visual Communications
 Major: Graphic and Advertising Design
 Art Institute of Philadelphia, 1985

PROFESSIONAL MEMBERSHIPS

Usability Professionals Association
 International Web Masters Association