

# Maureen A. Barlow

## Senior User Experience Professional

### PROFILE

I'm a seasoned user experience designer and researcher with 7 years of experience in UX, 6 years in eLearning, and over 10 years in web development and design. I received my Master of Science in Human Factors in Information Design from Bentley University.

As someone who enjoys using humor to interact with colleagues and diffuse challenging situations, I appreciate opportunities to make a difference. I love presenting information in groups and at conferences, as well as mentoring junior UX professionals.

 Boston, MA

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 @pixelgem

### SKILLS

#### PROFESSIONAL

User-centered design  
Usability testing  
User interviewing  
Wireframing & prototyping  
Affinity diagramming  
Requirements & task analysis  
Concept testing  
Survey design

#### TECHNICAL

Axure, Invision, & Balsamiq  
Photoshop, Illustrator, & Sketch  
HTML, CSS, JavaScript

### EDUCATION

#### CERTIFICATE | 2018

Business Analytics  
HBX | Harvard Business School

#### MASTER OF SCIENCE | 2012

Human Factors in Information Design  
Bentley University  
Graduated with distinction

#### BACHELOR OF SCIENCE

Zoology  
University of Rhode Island

### PORTFOLIO

www.pixelgem.com

### EXPERIENCE

**Senior User Experience Designer**, February 2016 - present  
*Harvard Business Review* | Brighton, MA

Conducting user research as a senior member of the Product Management team to inform improvements to the HBR.org experience, using Agile methodology while working closely with the visual design and tech teams. Instituted UX research program at HBR, bringing qualitative analysis to their repertoire. Managing the Associate User Experience Designer on the team.

Sampling of projects:

- Leading the effort for the UX and beta testing program for a suite of new website products.
- Led UX research effort for redesign of subscription transaction process.
- Conducted training for colleagues in unmoderated usability testing for "UX Democratization" program.
- Performed UX research in preparation for launch of subscriber rewards gift and first Big Idea content.

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**Senior User Experience Architect**, April 2015 - December 2015  
*Inflexxion, Inc.* | Newton, MA

Conducted user experience research to inform ongoing improvements and upgrades to existing product lines, and to establish the user experience for new products.

Sampling of projects:

- Led the UX effort for the redesign of the company website
- Conducted a series of usability tests and user interviews regarding PainCAS, an online pain management product
- Conducted user interviews for a PCORI study on a text-message-based program for Medicaid patients with chronic pain in Rhode Island.

## EXPERIENCE, cont'd

### User Experience Specialist, September 2011 - October 2014

*MathWorks, Inc.* | Natick, MA

Led user-centered design activities related to Simulink, one of MathWorks' products. Worked with an assigned development team to understand the user-centered design requirements and developed creative solutions for meeting those needs. This included interviewing users, developing personas, creating paper and digital prototypes, determining user workflows, as well as designing and conducting usability studies.

- Created low-fidelity prototypes of UIs and workflows for a new Simulink feature. Greatly reduced existing pain points that users experienced using Simulink without the new feature.
- Conducted usability tests with customers using paper and digital prototypes. Determined users' workflows, discoverability, ease of use, and required changes for the next release cycle.
- Conducted requirements and workflow analyses with team and documentation writer. Ensured that personas and pain points were understood before proceeding to UI design.

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### Training & Development Specialist - eLearning, October 2005 - August 2011

*Tufts Health Plan* | Watertown, MA

Recruited to develop the eLearning strategy and offerings of the Corporate Learning and Development (CLD) group, which was responsible for developing 1700 employees in software training, product knowledge, and professional skills.

- Developed the strategy, selection and purchase criteria, and high-level design to meet organizational learning management needs for the department's five-year plan.
- Designed, developed, and implemented the user interface, content, maintenance, improvements, and staged roll-out strategy for the five-year plan, ensuring alignment with departmental, organizational, and user goals for learning management.
- Conducted usability testing using paper prototypes, focus groups, and card sorting to design user interface and content strategy, ensuring alignment with business and user goals.
- Designed 65 eLearning courses and templates using Captivate, Camtasia, and Raptivity, and managed the development of the remaining 12 courses by contractors.

## SPEAKING & TRAINING ROLES

- Usability Testing Training at Harvard Business Review | Brighton, MA | December 2016  
"Unmoderated Usability Testing with UserTesting.com"
- MathWorks UX Symposium | Natick, MA | October 2013  
"Changing the Way You Persuade"
- DevLearn 2011 | Las Vegas, NV | November 2011  
"User Interface Design for Your LMS"
- DevLearn 2010 | San Francisco, CA | November 2010  
"Learning, Learning Everywhere: Organizing Your Learning Content for an LMS"
- eLearning Guild Annual Gathering | Orlando, FL | March 2009  
"Dealing with Difficult SMEs"

## PROFESSIONAL MEMBERSHIPS

User Experience Professionals Association (UXPA)  
BostonCHI

