

# Julie Booth – User Experience Lead / UX Architect / Product Owner

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## SUMMARY

- 15 years of demonstrated success in user experience strategy and development, leading teams to deliver products that are useful and useable – intuitive, inviting and engaging.
- Web Analytics veteran focused on measuring UX health and improving user success metrics to business KPIs.
- Experienced Scrum product owner – managing requirements backlog while successfully integrating the UX design flow into Agile product development in co-located and remote global teams.
- Lean UX focused – using validated learning about end users to iterate and improve value stream delivery.
- Direct global collaborative teams, institutionalize the practice of UX, and manage budget and people.
- Evangelist of User Centered Design, articulating value, influencing process and demonstrating good design concepts.

## EXPERIENCE

- Sr. UX Manager, **Columbia Sportswear** - Product Owner / UX practice lead for global ecommerce platform supporting multiple brands ([columbia.com](http://columbia.com), [montrail.com](http://montrail.com), [mountainhardware.com](http://mountainhardware.com), [SOREL.com](http://sorel.com)). I champion and leverage usability and analytics to inform decision-making and experience aligned to core consumer and business objectives and participate in the search and vetting of new partners / new technologies that drive better consumer experience in the digital commerce space. Own and establish experience budget for projects, contribute to long-term goal planning, set UX Strategy Roadmap aligned to global business initiatives. Direct internal, agency and contract resources.  
<https://www.columbia.com>
- UX Architect / Product Owner – **Intel** – Responsible for managing, developing and executing the user experience strategy for internal product data management platform used by 25,000 employees. Champion and evangelize best user experience to stakeholders. Based on user research, product usage data, I provide actionable and prioritized recommendations that positively impact the business – looking beyond the borders of the browser window. Work closely with multiple teams, working in an experiment-based scrum environment.  
<https://software.intel.com/en-us/intel-xdk>
- UX Consultant (Acting Director of UX) for **Vernier** (<http://www.vernier.com/>) – Lead User Experience Architecture and Design for mobile applications delivered to iOS and Android. Collaborated with business owners to set release strategy, oversaw external design resources to deliver. Established UX methods and standards across multiple product lines. Delivered Vernier Graphical Analysis for iOS and Android.  
<http://www.vernier.com/products/software/ga-app/>
- Director of UX / Product Owner for **Tellagence** ([www.tellagence.com](http://www.tellagence.com)) – Lean six-person startup focused on delivering SaaS social media analytics visualization product. I led requirements gathering, developed proto-personas from limited research, wrote context scenarios that were decomposed into a story backlog, drew and tested design specs, and collaborated with UI developers to deliver a product in six months. Marketing demo here: <http://youtu.be/ZYx731GLiS4>  
  
UX Manager at **Tripwire, Inc** ([www.tripwire.com](http://www.tripwire.com)) – Established UX as a practice in engineering, supporting multiple product lines and incorporating user centered design into established Scrums. Marketing demo here: <http://youtu.be/UXz6gggUxAE>
- UX Analyst for **Con-way Freight** (<http://www.con-way.com/en/freight>) – Conducted user research that resulted user stories that built a backlog for transitioning legacy systems into a unified, multi-platform freight logistics system. I led business analysts, customer stakeholders, developers, and users in designing the interactions for mobile devices used by truck drivers, dockworkers, and freight operations supervisors to manage freight logistics for Less-Than-Container load cargo. Transitioned 3,000 nationwide drivers to the mobile device applications resulting in efficiency gains for the company, and meeting transportation industry mandate for transition to e-logs.

## PRACTICE SUMMARY

### Frequent activities:

- Work with business to set goals/vision for opportunities; own product roadmap – deliver MVP.
- Evangelize UX to C-level stakeholders.
- Work directly with development teams to manage full user experience, manage outside UI dev /design resources to support delivery.
- End-user profiling, applying market research to customer buying behavior as well as usage models.
- Requirements gathering, definition, elaboration and communication.
- Model product concepts and validate.
- User interface interaction design, prototyping and validation in rapid incremental iterations.
- Usability validation planning and execution (Formal and Guerilla).
- Analyze and report on user performance of products. Set KPIs. Track Voice of the Customer and UX success.
- Present concepts, findings, formal and informal report outs to broad audience (individual contributors to C-level stakeholders).
- Participate in UX Community of Practice – speaking, teaching, leading workshops and design adjudication.

### Expert understanding of:

- User-centered design, usability, information design, interaction design, and goal-oriented design
- Lean UX and Agile
- Usability testing and user research
- Usability Heuristics
- Responsive Design
- iOS and Android HIGs
- Web analytics
- Ecommerce principles, environments and methodologies
- HTML, DHTML, CSS and AJAX-based applications

### Tools used include:

HTML, CSS, Bootstrap on GitHub, Balsamiq, Visio, OmniGraffle, Axure, Photoshop, Dreamweaver, Paper and Pen, Google Analytics, Omniture

### CERTIFICATIONS AND EDUCATION

- Certified Scrum Product Owner – Agile Alliance 2013
- Certified Usability Analyst –Human Factors International #2010-2664
- Webtrends Certified Professional Analyst 2009
- M.F.A. Theatre, Design and Technology – **University of Tennessee**, 1991
- B.A. Theatre and Design – **University of North Carolina**, 1987