

Molly Hammar Cloyd

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User Experience Consultant

Human factors professional with 17 years of experience designing products that provide exceptional customer experiences.

Skills Summary

Interaction Design	Usability Evaluation	Requirements Management
<ul style="list-style-type: none">• Translating user requirements into usable designs.• Designing mobile applications for iPhone and Android smart phones.• Designing consumer-facing rich internet applications (RIAs).• Designing enterprise applications for technical audiences.• Creating user interface wire frames and specifications using Axure, Visio, and Fireworks.	<ul style="list-style-type: none">• Conducting usability tests, ranking usability issues by severity, and recommending short and long-term solutions.• Conducting heuristic reviews and recommending ways to improve usability and website conversion.• Working on-site with customers to gather feedback on products in the context of real-world usage.• Setting up permanent and portable usability test labs.	<ul style="list-style-type: none">• Gathering user requirements through contextual inquiry, focus groups, participatory design, and interviews.• Creating user personas, goal and task analyses, navigational frameworks, and site maps.• Creating user interface specification documents.• Supporting Agile development processes.

Work History

User Experience Consultant and Principal, Acclaro Design, Inc., April 2001 – present.

Using human factors design principles and customer analysis techniques, Acclaro helps clients to transform product visions into usable products with exceptional user experiences. Services include designing rich internet applications, performing expert (heuristic) reviews, conducting customer interviews, identifying and prioritizing user requirements, planning and running usability tests, and creating company UI style guides.

Acclaro works for clients ranging from early startups to Fortune 500 companies. Recent clients include Vehix, IHS, Makeover Solutions, Computer Associates, Quark, FedEx, American Express, Local Matters, PublicEarth, Yieldex, the State of Colorado, IHS, Quark, Dot Hill Systems, and LeftHand Networks.

Websites include www.vehix.com, <http://www.dailymakeover.com/virtual-makeover>, www.homesdatabase.com, www.quarkpromote.com, www.Yellow.co.nz, and www.canoe411.ca, and www.guidespot.com.

Co-founder and VP, User Experience, Rezora, March 2009 – present.

Co-founded a software-as-a-service company that provides email marketing to real estate agents. My role in the company is to create product roadmaps, design user interfaces, and work with customers to continuously improve user experience. Rezora participated in the 2009 Boulder Techstars program.

www.rezora.com.

Human Factors Engineer, Broadbase Software (now KANA), March 1999 – April 2001.

Started the User-Centered Design (UCD) group. Educated executive, product management, and development teams about UCD processes and usability testing methods. Published a case study of this effort in *IEEE Software Magazine*.

Introduced UCD processes to product management and development groups, wrote company-wide UI design and accessibility standards, and set up a usability test lab.

Human Factors Consultant, Lucent Technologies (Avaya), September 1997 – March 1999.

Co-wrote a proposal and was awarded \$250,000 to integrate UCD methods into development processes. Resulting UI design surpassed existing Lucent products and competing products in ease-of-use by between 45% and 72%.

Communications Analyst, Comtech Services (JoAnn Hackos and Assoc.), April 1995 – Sept. 1997.

Conducted focus groups, contextual inquiry sessions, customer interviews, customer partnering, and usability tests for clients such as Cisco Systems, Xerox, IBM, Motorola, and Compaq.

UI Design Tools

Axure RP; Adobe Fireworks; Visio

Education

Bentley College. Graduate Certificate in Information Design in progress. Coursework includes Managing a User-Centered Design Process, Usability Inspection Methods, Human Factors in Information Design, Web 2.0 Design, and Usability Testing.

University of Colorado Health Sciences Center, Department of Preventive Medicine. Graduate Certificate in Public Health.

Pomona College. BA in Science, Technology, and Society. Designed a course of study focusing on human-technology interactions.

Certification, Honors, Publications, and Professional Presentations

Human Factors International Certified Usability Analyst. Certification exam passed in 2002.

Molly Cloyd, "Selling User-Centered Design." *Usability Interface*, vol. 8, issue 2, October, 2001.

Molly Hammar Cloyd, "Developing a User-Centered Web Application in Web Time." *IEEE Software Magazine*, vol. 18, no. 1, January/February, 2001, pp. 62-69.

"Creating a User-Driven Development Process: In Web Time," Presented at the HF Web 2000 conference.

JoAnn T. Hackos, Molly Hammar, and Arthur Elser, "Customer Partnering: Data gathering for complex online documentation." *IEEE Transactions on Professional Communication*, vol. 40, no. 2, June, 1997. Presented this paper at the 1996 IEEE IPCC conference.

Received a Lucent Technologies Trailblazer Award for redefining Lucent development processes to include User-Centered Design, October 1998.