

Chava Canolli

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Portfolio: www.consumermindshare.com

Objective

To build a foundation in mindshare in a consumer based environment

Summary of Qualifications

With over 20 solid years of experience in on and off-shore user experience (UX) design strategy management, I have participated in an assortment of titles. In addition to UX design and research, I have also participated as an information architect and UX/UI Principal Consultant. Beyond visual designs for desktop, web and Native iOS/macOS applications, I am skilled in service design as well as content strategy and am a published author for HCI with my research being focused on cross-cultural design. Additionally, I have managed teams of up to 40 individuals who were both full time and contractors.

Experience

UX Director, *Consumer Mindshare*: 2002-present

Provided business strategy and growth, business analysis, user research and testing services, UX and content strategy, wireframing exercises, visual design and technical leadership to companies such as:

- Managed the DAM (Digital Asset Management) System for Perdue Farms
- Redesigned 5 major websites utilizing Figma with establishing components and variables for Perdue Farms
- Led courses directly related to user experience design
- Established stakeholder meetings within multiple companies
- Managed teams and individuals with regards to product, professional and personal development in order to successfully grow within their roles within Perdue Farms, Mindtree and Wipro
- Service and process flow design work for Dell's International returns and purchasing programs
- Service and process flow design work for Microsoft's applications

- Service and process flow design work for Allegiant Air operational design
- Service and process flow design work for NYC subway lines
- Designed wireframes from start to finish for new product lines
- Designed color and typography palette based off company guidelines as
- Acted as product & project manager within a scrum/agile environment
- Implemented user journeys with an understanding of user personas
- Designed logos for new Enbridge product lines
- Designed brochures and manuals for new Enbridge and Microsoft product lines
- Provided UX and UAT testing for new and existing products
- Worked with developers to implement build with solid front-end experience
- Implemented Digital Analysis and Business strategy
- Worked on user involvement and roll out with new and improved products
- Worked closely with the IAE user base of [SAM.gov](https://sam.gov) and FPDS.gov

CLIENTS:

- ADP, AM&A, Avnet, Capco, CapGemini, Citrix, Comcast, eDynamic, E-ganic, Fremont City, GooBogo, GoToMedia, JWT, K Street Partners, Naviscent, Rearden Commerce, SapientNitro, StonyBrook Medical, Strawberry Frog, UIC

ACCOUNTS:

- AARP, ADP Pay&Health, American Express, Ann Inc, Armanino, ASTD, AutoDesk, Avnet, Barclays, Cacp, GoToMyPC, Comcast, Dentons, Dubai City, Fannie Mae, FC Water Park, FiServ, IEEE, Lattice, Liberty Mutual, Motorola, Oracle, The Hartford Group, Toyota, United Water, USDA Verizon, VISA

INDUSTRIES:

- City Development, Consulting, E-Commerce, Education, Entertainment, Fashion, Financial/Banking, Government, Health/Medical, Human Resources, Law, Mortgage, Motor Vehicles, Professional Org., Promotional, Oil/Gas/Utilities, Sales, Tax/Accounting, Technology, Telecommunications

PARAMETERS:

- 508 Compliance, Agile Methods, Banner Ads, Desktop Apps, Enterprise Sol., Mobile/Tablet, Product Design, Print Design, Responsive Design, SAAS, SSO, Start-Ups, Web Design

UI/UX SKILLS:

- A/B Testing, Business Analysis, Card Sorting, Content Strategy, Conversational Design, Data Visualization, Eye Tracking, Figma/Sketch, Funct. Mapping, Heuristic Evaluation, Info. Architecture, Personalization, Project Mgt., Prototyping, Req. Gathering, SEO Strategy, Site Mapping, Story Boarding, Usability Analysis, User Personas, UX Testing, Visual Design, Visual Guidelines, Wireframing, White Boarding

SOFTWARE SKILLS:

- AI, ActionScript/Flex, Axure, AfterEffects, Adobe Edge, Adobe Illustrator, Adobe InDesign, Balsamiq, ChatBot, CSS, Dataiku, DC Studio, HTML, inVision, iRise, JavaScript, LogicPro, Looker Studio, Maya, Morae Software, MySQL, PHP, powerBI, Sketch, Visio

Publications Research Article

Aaron Marcus, Chava Alexander: User Validation of Cultural Dimensions of a Web Site Design. HCI (11) 2007: 160-167.

Instructing Teaching & Lectures

- CareerFoundry Online Mentor, Blog Writer, Webinar Presenter
October 2015-present
- Dell: Curriculum Developer & Instructor September 2020-present

Education Schooling

- Academy of Arts University, Masters of Fine Arts (Computer Science, New Media)
May 2010
- Arizona State University, Bachelors of Science (Exercise Physiology)
May 2003

Certifications

- ^a Certified Scrum Master
- Certified Professional in Accessibility Core Competencies (CPACC)
- Google Advanced Data Analytics Specialization from Google