


MARY NORVELL

User Experience Architect

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I am a User Experience Architect and Designer with over 20 years of experience working with a variety of clients, from small businesses to large corporations in both agencies and in-house creative teams. My project work has included designing the UX and UI for B2B and B2C websites, online applications, educational software, e-commerce, healthcare, and non-profit/fundraising sites. I enjoy collaborating with dedicated, positive people who are committed to creating a quality product with a great user experience.

Hawkeye : Senior UX Architect : 2014 to present

I'm involved in a given project's entire user experience, from initial client meetings and strategy to the site launch and beyond, creating the necessary UX deliverables for large and small websites, presentations, and online applications. Deliverables include heuristic evaluations and UX audits, journey maps, personas, empathy interviews, content strategy, site maps, wireframes, workflows, prototypes, and user testing. Clients have included TIAA, Fannie Mae, FedEx, Disney, Sazerac, and Best Buy.

Freelance Designer and User Experience Architect : 2002 to 2014

As a freelance designer, I created the UX and UI of websites for a variety of clients, from small businesses to large corporations, including marketing websites, online applications, mobile apps, and social networks. My visual design skill set included icon and logo design, company branding, and brochures. As a UX Architect, I created site maps, flow charts, wireframes, UI specifications, site audits, user research documentation, and personas.

Rockfish Interactive: Senior UX Architect : 2012

My role as Senior UX Architect involved creating site maps, flow charts, wireframes, UI specifications, and site audits for large retail companies, mobile sites, and online applications. I also collaborated with the strategy and creative teams to ensure the project's user experience was intuitive and easy to use. Clients included United Health Care, Regis Salons, Nutro, and AT&T U-verse.

Match.com : Senior Designer : 2003 to 2007

As Senior Designer, I created ad banners, email marketing campaigns, and new sections of the site. I created interfaces that incorporated Match.com content into partner sites such as MSN, AOL, and Comcast. I also developed new ways to increase membership and improve the site experience.

DreamLab : Creative Director/Designer : 1994 to 1997 and 2001 to 2002

I started my career at DreamLab working on a variety of projects for websites, CD-ROMs, and interactive kiosks. I also created animated sequences for TV, film, industrial videos, and multimedia presentations. I left to join the internet bandwagon in 1997 and returned in 2001 as Creative Director, overseeing the visual design process from initial concept to final delivery and launch and helping to create educational CDs for the American Heart Association and Boy Scouts of America. In addition to approving all visual designs created at DreamLab, including work done by other designers, I was involved in UX tasks, including site maps and flow charts for websites and multimedia projects.

Rare Medium : Senior Designer : 1999 to 2001

As Senior Designer, I created user interfaces for complex intranets for corporations including Lehman Brothers and Corporate Express. I designed e-commerce sites for Interstate Batteries, online applications for United Way, and marketing sites for Stride Rite and other companies.

c2o interactive architects (an EDS company): Design Strategist 1997 to 1999

As a Design Strategist in the early days of the internet, I learned the importance of user-centered design, especially when applied to the web and other forms of interactive media. I utilized these skills in designing interfaces for Elle magazine, Rolls Royce, and A.T. Kearney.

EDUCATION

Rhode Island School of Design: BFA Film/Animation/Video

