

# Kim Molinelli

user experience architect

kmolinelli@frozenpiranha.com

303.641.7033

## summary

As a user experience architect, I am the bridge between the user, the business and technology. My passion is transforming user needs into elegant, efficient solutions. Good design is invisible - I strive to create experiences that are transparent and intuitive.

My broad experience allows me to see the project from many angles, while focusing on the human side of interaction. I work well with interdisciplinary teams and can easily communicate technical concepts to business owners and stakeholders. As a result, I excel at building rapport and trust in the client/consultant relationship.

## capabilities

### User-Centered Analysis & Design

Task Flows and Activity Diagrams  
Information Architecture  
Use Cases  
Usability Testing  
Wireframes  
Prototype Development

### Interaction Design Tools

Visio, Fireworks, Photoshop, Illustrator, Flash

### Development

HTML, CSS, JavaScript, Dreamweaver, hand coding  
ASP.NET C#, PHP, JSP, Classic ASP, VS.NET 2003 & 2005  
SQL Server, MySQL, Access, Oracle

## project highlights

### E-commerce

Currently designing the interaction and wireframes for the next version of a B2B e-commerce application that merges the customer accounts of two companies. The future application will account for over \$6 billion in annual revenue.

Established a methodology to inventory and compare the functionality of the B2B e-commerce systems of two merging companies. Developed a database driven web application to capture the findings of the distributed team members. Once inventoried, the functionality was compared and prioritized for the next best-of-breed evolution of the merged e-commerce system.

Created a new user interaction design for a B2B e-commerce application that generates over \$6 million per day in sales. Analyzed business goals and user requirements, created wireframes, executed template design, wrote and conducted usability tests as member of an Agile interdisciplinary team.

### Intranet Application

Designed, architected, developed and deployed a content management intranet application for a B2B office products company. The application allows non-technical content owners to administer websites on the company intranet. Wrote use cases, technical and instructional documentation. Diagrammed database architecture and modeled wireframes of user interface. Complete pre-development blueprint enabled a smooth development process and full documentation of the project.

### Lending Library Application

Designed, developed and deployed a training materials lending library application for a corporate intranet. Features included an online, dynamic catalog and ordering interface and a complete administration and order fulfillment system with automated pick ticket generation. Implementation increased processed orders by 675% in the first 30 days. Order fulfillment time was immediately decreased by 92%.

### University Website

Redesigned information architecture using existing content to target prospective students. Reduced redundancy of content and implemented new navigation scheme to guide visitors through the decision making process.

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user experience designer (p. 2)

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## professional history

- Senior User Experience Designer**.....2008 – Present  
Interactive Creative Team  
Staples, Broomfield, Colorado
- User Experience Information Architect**.....2005 – 2008  
User Experience & Design Team  
Corporate Express, Broomfield, Colorado
- Principal Consultant**.....2005 – 2008  
FrozenPiranha Web Solutions, Erie, Colorado
- Web Application Developer**.....2004 - 2005  
Global Learning Services  
Level 3 Communications, Broomfield, Colorado
- Senior Web Developer /  
Internet Marketing Specialist**.....2001 - 2004  
Amadeus Consulting, Boulder, Colorado
- Senior Developer**.....2000 - 2001  
Tesser Interactive, Boulder, Colorado
- Multimedia/Web Developer**.....1998 - 2000  
Corporate Express University  
Corporate Express, Broomfield, Colorado
- Graduate Student**.....1996 – 1999  
Regis University, Denver, Colorado
- Software Developer**.....1992 – 1996  
Media Marketing, Inc., Boulder, Colorado

## education

**Master of Science in Computer Information Systems**  
Emphasis in Multimedia  
Graduated with Honors, Regis University, Denver

**Bachelor of Science in Journalism, Advertising**  
University of Colorado, Boulder

**Certified Usability Analyst**  
Human Factors International - May 2008

**Continuing Education**  
Defining and Managing Requirements with Use Cases  
IconMedialab - November 2004

Analyzing Requirements and Defining Microsoft.NET Solution Architectures  
Ameriteach - March 2005

Usability Base Camp: Jumpstarting Usability in Your Organization  
Quintus Design - October 2005

User-Centered Analysis and Conceptual Design,  
The Science and Art of Effective Web and Application Design,  
Practical Usability Testing, and  
Putting Research Into Practice  
Human Factors International - April 2008

## affiliations

- Member of:**
- IxDA and IxDA Colorado
  - Usability Professionals' Association
  - Information Architecture Institute
  - Human Factors International