

Marlene Cook

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SUMMARY OF QUALIFICATIONS

User experience designer with a background in information architecture, interaction design, website development, and instructional design. Especially adept at organizing information into coherent products and streamlining operations through the appropriate use of technology. Searching for a user experience design position with growth potential at a dynamic young company or startup.

SKILLS

Balsamiq, Photoshop, HTML5, CSS

PROFESSIONAL EXPERIENCE

Freelance UX Consultant

May 2009 - present

Gifts To Give, New Bedford MA

UX Consultant

- Responsible for designing and implementing mission-critical applications: order management, volunteer registration, and website
- Conducted user research and used results to wireframe/prototype a new order processing system; managed development in Azure and Dynamics 365 with an outside vendor
- Developed personas, a sitemap, and user flows for the organization's public website; currently working with an outside vendor to build in WordPress using the Divi framework
- Designed and coded a volunteer registration system in HTML, ColdFusion, and Access; currently leading efforts to migrate the system to MS PowerApps and Dynamics 365

Suzuki Violinists of Western New York, Buffalo, NY

UX/UI Designer and WordPress Developer, Consultant

- Worked with a small business owner to re-imagine and redesign the company website to make it inviting, informative and easy to maintain
- Built the site using the Divi framework on WordPress
- Reviewed and re-organized site in 2019

Fidelity Investments, Boston, MA

Information Architect

October 2010 – December 2011

- Worked with internal customers to understand business models and goals and define strategies, content, and features for several new applications on Fidelity.com
- Created interactions, wireframes, site maps, mockups, and prototypes

Citizen Schools, Boston, MA

Online Communications Director

July 2004 – February 2008

UX Consultant

October 1999 – July 2004

- Conducted user research on every department to produce a technology plan for the organization
- Managed the design, implementation, and maintenance of multiple applications, including databases, the website, and application software to meet the needs of a rapidly growing organization
- Researched, designed, and oversaw the development and implementation of a SharePoint-based intranet, student tracking system, performance review system, and donor tracking system
- Managed two employees: a help desk technician and a content coordinator

Freelance Information Designer

InsightShare and WinWin.com

August 2000 – June 2002

- Wireframed and prototyped website content for several startups
- Developed usability test scripts and ran usability tests

Freelance Instructional Designer & Course Developer

Compaq, Nortel Networks, Allaire Corporation, InterLX

May 1998 – June 2000

- Designed and developed classroom and web-based training courses on network design principles, telephony, industrial safety, web design, and ColdFusion programming
- Designed and developed an electronic performance support system using HTML and JavaScript

Iprax Training Solutions, Lexington, MA

Project Manager / Instructional Designer

April 1996 – March 1998

- Authored over 15 multimedia training courses
- Designed courses on various subjects, including computer skills, nursing, electrical power skills, and OSHA regulatory compliance
- Managed the development of more than 30 CD-ROM-based multimedia training courses

Automatic Data Processing, Roseland, NJ

Instructional Designer

January 1993 – February 1996

- Designed and developed classroom and self-study courses on customer service skills and PC applications
- Managed a team of developers, artists, consultants, and programmers to produce computer-based training for internal call-tracking software

VOLUNTEER WORK

Prison Book Program, Quincy, MA

Board President

2019

Volunteer/Board Member

2002 – Present

- Currently working to re-structure the board/management structure and set strategic goals for the organization
- Managed a \$60,00 budget and cash flow
- Implemented a donor management/volunteer sign-in system in Little Green Light that tracks monetary and in-kind donations as well as volunteer time, allowing the organization to create mailings, donation receipts and reports
- Have conducted several fundraising campaigns (annual appeals, social networking campaigns and events) that have brought in more than \$50,000 in donations
- Regularly manage groups of 10-20 volunteers who process book requests from prisoners

EDUCATION

General Assembly, Boston, MA

UX Design, Product Management, Visual Design, Digital Marketing

2014, 2017-18

Syracuse University, Syracuse, NY

Master's in Instructional Design, Development, and Evaluation

1991

Ithaca College, Ithaca, NY, Bachelors

Bachelor's in History, Minors in Writing and Advertising/PR

1989