Eveline Goode

Senior User Experience Consultant
Master's degree in Media Technology

PERSONAL DETAILS

German citizen, Australian Permanent Resident, US Permanent Resident (Green Card holder)

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PROFILE

I am a user experience specialist. I advocate the needs, goals and desires of customers directly to stakeholders and I do this passionately and successfully. I have been helping organisations to plan, build and deploy user centred design solutions for more than 10 years in both agile and waterfall project environments.

I specialise in research and analysis, supporting the implementation of services and user interface solutions for mobile devices, tablets, desktop computers and smart TVs. I have significant experience working with large businesses, government departments and corporate enterprise market sectors.

I am often involved with projects that are under significant time, budget or resourcing constrains and I pride myself on my ability to add value within constraint landscapes.

I feel at home within team environments and have a great deal of experience working with UI / UX designers, producers, project managers, developers, engineers, subject matter experts and representatives of senior leadership.

Languages: German and English (full professional proficiency), French and Polish (limited proficiency)

CORE SKILLS

User research	
	• User interviews and workshops
	• Contextual inquiry, observational studies and user testing
	• Quantitative research and problem space exploration
	• Feature prioritisation, recommendations, presentations
	• Personas, user stories, process flows, experience maps
	• Stakeholder management

Solution proposal	
	• Information architecture (sitemaps, navigational structures, taxonomy)
	• Data visualisation and outcome analysis
	• Wireframes and rapid prototyping (Axure, Sketch, Balsamiq, CSS/HTML/Photoshop)
	• Training and support
	• Localisation

CAREER HISTORY

Feb 17 – Sep 18	**DHL** (Germany, Australia, UK and US)
	Senior User Experience Consultant

DHL is a world leading logistics company present in over 220 countries and territories across the globe. The redesign of the DHL global online presence required a significant customization to support each business unit, country, and local language requirements.

- Usability review of prototype
- Creation of test plan, both qualitative and quantitative methods
- Quantitative user research using Adobe Analytics (including heat maps, click funnels) and Decibel session recording tool
- Planning and execution of end user interviews
- Creation of high fidelity wireframes using Axure and Adobe Photoshop
- Planning and execution of customer testing (remote and on-site) & online surveys
- Analysis and presentation of test results, stakeholder management
- Conception of improved and new site componence (mobile first approach, including improved accessibility)
- Subject matter expert and UX leadership to UX and development team
- Localisation into all countries and languages

Feb 16 – Jan 17	**RAZORFISH** (Germany)
	Senior User Experience Consultant

DHL	**DHL global website rollout (see section above)**
Various	**Cooperate strategy and business development for Razorfish**

Including pitch work, presentations and demonstrations to future customers, short term projects like the McKinsey career portal and the DHL style guide portal

Oct 13 – Aug 15	**FOLK** (Australia)
	Senior User Experience Researcher

Class Super	**FundWeb**

FundWeb, a tool to view self-managed pension funds, its asset, member positions, and various other pieces of largely numeric data, needed to be redesigned in order to improve usability and enable mobile access.

- User group segmentation (trustees, accountants and financial advisers)
- Interviews and contextual inquires with representatives of all user groups
- Outcome analysis and findings presentation
- Brainstorming and sketching workshop with subject matter experts
- Clickable wireframes (Axure)
- Mobile first approach, responsive design

NDIA   **National Disability Insurance Agency NDIA – Intranet**

The National Disability Insurance Agency implemented a new intranet using SharePoint 2013 as a platform and agile as their methodology.

- Full responsibility over budget, time and quality of work
- Gathering of detailed requirements and translation into workable solutions
- Up-skilling of the product owners during the entire time of the project, so that they could make the right decisions with confidence
- Training documentation and training of NDIA staff

Telstra Super   **Intranet**

Telstra Super created a new intranet to improve collaboration and to increase transparency within their organisation using SharePoint 2013.

- Current state audit
- Interviews with senior managers and decision makers
- 2 workshop with 14 staff members to understand current frustrations and needs
- Information Architecture: sitemap, navigation structure and clickable wireframes
- Task prioritisation exercise
- Detailed requirements for high priority development items

CI NSW   **Cancer Institute NSW – Website strategy**

The Cancer Institute NSW, Australia's first state-wide cancer control agency, was looking to update their website and needed a global content strategy and information architecture taking all satellite sites and tools under account.

- Review of all existing websites, digital presents and social media
- 22 internal interviews with senior managers and subject matter experts
- Online survey (1300 responses, Survey Monkey)
- Audience group segmentation and prioritisation exercise
- 2 workshops and 7 interviews with 19 representatives of key audience groups
- Detailed personas and user stories
- Information Architecture: sitemap, navigation structure, taxonomy, wireframes
- User testing of navigation structure (Treejack) and of wireframes (Chalkmark)
- Recommendations included content management and publishing model, website framework, site network model and URL strategy, guiding principles, accessibility, content management requirement and content creation process

PM&C   **Department of Prime Minister and Cabinet – Website scoping project**

The Website scoping project was undertaken to establish a scalable framework for the external facing websites for the Prime Minister of Australia.

- 23 internal stakeholder interviews and 15 external stakeholder interviews
- Analytics review of key PM&C and inherited websites
- Site categorisation and decision model for new website requests
- Information Architecture (sitemap, wireframes, navigation model, page templates and modules)
- Recommendations included content publishing and governance, process and cultural change, technology, accessibility, mobility and social media

FWO   **Fair Work Ombudsmen – Website transformation**

The aim of the FWO's website transformation was to provide more self-service through the website and reduce the amount of phone calls to the call centre.

- Interviews with directors in 4 states
- 4 workshops with customer facing employees
- Contextual inquiry with call centre staff
- Observation of mediation consultations in disputes between employee and employer
- Customer segmentation exercises and audience group prioritisation

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Jun 11 – Oct 13   **SMS MANAGEMENT & TECHNOLOGY** (Australia)

Customer Experience Consultant

NBN Co   **National Broadband Network Australia – Service Portal**

The NBN Co service portal is an online application to help connect tens of millions of Australian homes to Fibre Internet and Multicast Television. I was tasked with creating a usable interface that solved a number of complex problems for NBN Co while enhancing the user experience of the application as a whole.

- Contextual inquiries and interviews with external service portal users
- Process flows and user journeys
- Wireframes (Balsamiq and Visio) and prototypes (HTML, CSS)
- Stakeholder management
- Quality assurance of development and development support

OSR   **Office of State Revenue – Web strategy**

I developed the customer centric web strategy for the Office of State Revenue targeting all digital channels.

- Stakeholder workshops and sketch sessions
- Current state audit and review of web analytics
- User personas, user journeys and mental models to flesh out customer pain points and thought processes
- Wireframes
- Recommendations including guiding principles, roadmap for future development

GEOS AUS   **Geoscience Australia – Online Data Discovery tool**

I gathered and evaluated all requirements for a unified discovery tool which will allow customers to find datasets across 105 different systems. The goal was to improve client service and to reduce maintenance costs.

- Internal interview with subject matter experts
- Customer segmentation and needs analysis (high level personas)
- User journeys
- Dataset and taxonomy analysis
- Clickable wireframes (Balsamiq)

WESTPAC	**Mobile optimised site (banking)**
	I was responsible for all stages of planning, designing and documenting the customer facing mobile optimised site for a major bank in Australia.

- Workshops with customer facing staff (Card sorting exercise)
- High level personas, customer scenarios and user journeys
- Navigation structure options tested in an A/B test using Treejack
- Concept and experience maps and interaction flows
- Clickable wireframes which were tested using eye-tracking technology

Feb 07 – May 11	**IMPULS INFORMATIONSMANAGEMENT** (Germany)
	User Experience Designer and Project Manager
	Microsoft certified trainer

The above career history contains a subset of all projects.
.Further details available upon request.