## Christine Costello

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QUALIFICATION SUMMARY

User-centered design practitioner with 10 years experience in user research/usability and interaction design.

Strategic thinker with ability to plan and conduct multiple types of qualitative research studies including ethnographic fieldwork, self-gathered data, contextual inquiry, task analysis, in-depth interviews, usability testing, and expert reviews. Consistent delivery of high-quality, actionable findings and recommendations and ability to translate insights into meaningful interaction concepts and experiences.

Proven manager. Exceptional organizational and communication skills. Highly collaborative. Skillful in developing positive relationships with clients and co-workers from multiple disciplines.

RELEVANT EXPERIENCE

**2004-2007 | Nimble Partners, Boston, MA**
User experience research and design firm, Principal and founder

Working with 2 partners, built a small, successful, virtual user experience consultancy specializing in user research, usability testing and interaction design. Developed test plans and protocols, conducted research studies and expert reviews, and delivered actionable findings at every stage of development from product requirements to post-deployment. Work includes ethnographic study on shopping behaviors for Allurent (resulting framework and report was required reading for all new employees), contextual inquiry for a Verizon diagnostic application, expert review for Third Screen Media mobile ad management application, usability study for Diamond.com's ring configurator, and usability test for Napster Mobile.

**2002-2004 | Design Consultant, Boston, MA**
Independent consultant developing a variety of web sites and communications for online start-ups and manufacturing firms. Conducted on-site observations at small manufacturing company during development of communication plan to gain insights into company culture and processes. Improved communications resulted in new partnerships and increased sales that required expansion of company. Developed paper-prototypes used during in-depth interviews of a new cross-channel service offering. Findings helped company reposition offering to create a more compelling experience.

**2001 | Sabbatical year**
Traveled to Morocco, Spain and Mexico. Volunteered in Earthwatch Institute scientific research project on marine mammals.

**1996-2001 | Art Technology Group, Cambridge, MA**
A pioneering online development firm, series of roles culminating in Director of Design

As Director of Design, managed and developed the design organization responsible for creating ATG's innovative internet solutions for corporate, educational, and consumer markets.

Led group of 16 in multi-discipline development of concurrent projects. Evolved and upheld ATG design standards. Built trust and rapport between internal and external team members from diverse professional backgrounds.

Assigned and supported teams and managed expectations concerning design resources. Performed all design-related sales and client management functions including contributions to proposals/contracts.

Represented interests of design within ATG and promoted work of group to external professional communities.

Collaborated with other management functions to evolve ATG's business goals and to expand design service offerings. Researched and monitored industry and technology/media trends and competitor services to keep ATG Design ahead of the curve. Developed comprehensive plans for new design services. Evolved processes and methods.

As Application Design Lead, participated on or led design teams that created Living Applications — highly personalized, community-based, dynamic, networked applications — for clients such as Knoll, Network Solutions, Universal Learning Technologies (now Blackboard.com), and Walt Disney Imagineering.

Conducted user, business and brand research. Developed design concepts and feature sets. Created information architectures and application concept prototypes. Shepherded concepts through integrated design and development process.

Participated in the successful development and/or implementation of a university-level online learning system, personalized web radio, and a major interactive exhibition space.

Organized work of design team and set design schedule. Provided direction for visual and interface design. Created web-based project management tools and improved project documentation to coordinate ATG and client team efforts.

As Communication Design Lead, responsible for communication planning, design and delivery of ATG's corporate and product brands.

With small team, successfully planned, developed and implemented ATG's first product brand extension and new corporate identity, significantly expanded communications program. Developed communications spanning web, environmental and print media. Collaborated with internal marketing and product groups and outside agencies.

Created easy-to-grasp diagram series to quickly explain complex software platform to multiple audiences. Contributed to development of visual display of information in several ATG software products and consulting projects.

Created brand guidelines and templates used throughout company. Maintained identity and ensured quality of design across all media.

### 1995 | ELab, Chicago, IL (bought by Sapient)
A design research firm, Consultant

Part of team developing new analytical tools for user research. Created information design and template for Experiential Sampling Method (or Beeper Study) response booklet. Took part in deploying initial beeper study.

EDUCATION

### Institute of Design, IIT, Chicago, IL | 1994-1996
MDes degree program, Design Planning track

Recipient of Institute of Design Fellowship and Joyce Foundation Fellowship for Interactive Learning

### University of Massachusetts, Amherst, MA | 1984
Bachelor of Arts in Studio Art, concentration in Printmaking

AFFILIATIONS & ACTIVITIES

Interaction Design Association (**IxDA**), member

Usability Professionals' Association (**UPA**) Boston Chapter, member

Rhode Island School of Design and Harvard Graduate School of Design, Digital Design Initiative Research Center, design critic; Art Institute of Boston, guest lecturer

Boston Chapter **AIGA Experience Design Special Interest Group**, NewMedia 2000 Conference, Toronto, Canada, presenter

Photographic Resource Center (**PRC**), member; Boston Photo Collaborative, exhibitor in Members Show, Jamaica Plain Open Studios 2001 and 2002, Stebbins Gallery Annual Open Juried Show, 2003

PRESS

Work featured in several Graphis books, Communication Arts, Fast Company, IDSA's Innovation and International Interior Design Association's Perspective magazine