

KRISTA VAN LAAN
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SUMMARY

- **Hands-on User Experience director** with knowledge of all aspects of User Experience. Have experience in interaction design, visual design, usability, user research, and content development. Always seeking ways in which user experience can make a measurable difference to sales and profits.
- **Able to strategize at the high level and also very good at managing details.** Many years designing, developing, and implementing user experience strategy. Ability to manage multiple projects and meet deadlines.
- **Successful at building, managing, and motivating teams.** Created the User Experience and Technical Publications departments at three high-tech companies. Strong track record of high performance in fast-paced environments.
- **Significant contributions to a broad range of consumer and enterprise products.** Experience with Web, desktop software, mobile devices, storage devices, and consumer electronics.
- **Knowledge of state-of-the-art UX tools.** Planned and managed usability lab with Tobii eye-tracking, expert at building online usability tests with UserZoom.

WORK EXPERIENCE

Itron February 2010 - Present

Itron provides smart networks, software, services, meters, and sensors to help utilities better manage energy and water. Silver Spring Networks was acquired by Itron in 2018.

Senior Manager, Documentation and Localization 2018-Present

- Responsible for documentation for a wide range of hardware, software, and firmware products and solutions. Manage localization and translation.

Director of User Experience & Product Documentation (Silver Spring Networks) 2010-2017

- Built the User Experience and Technical Publications department. Provide technical documentation and quantitative and qualitative user research in a very fast-paced environment.
- Provide design and usability input and research for consumer, partner, and enterprise-level Web-based products. Develop designs and processes to ensure consistency, design, and ease of use across product and service families and back-office operations.

Seagate Technology, Cupertino, CA April 2008 – February 2010

Director of User Experience, Seagate Branded Solutions (Consumer Division)

Seagate Branded Solutions makes consumer electronics including media players, portable hard drives, and home networking devices.

- Hired to build and lead User Experience team and create the vision for user experience design within Seagate's consumer business. Worked with product management, engineering, customer support, and marketing to improve existing products and create new product designs. Had sign-off responsibility at key phases of development to ensure User Experience goals were met.
- Responsible for visual design, interface design, out-of-the-box experience research, user research, on-line help, product documentation, and localization. Owned the end-to-end user experience for all consumer products.
- Managed interface design for rich media products. Created flows, prototypes, graphics, and specs and oversaw implementation from inception to release. Led the research and design effort for two generations of Seagate's FreeAgent Theater media player, which was very favorably reviewed.

- Provided user research and made recommendations that resulted in major shifts in not only what features were added to key products, but also how products such as storage devices, media players, and home networking devices were marketed.
- Developed common standards to drive consistent experience across all Seagate consumer products. This included iconography, graphics, LED behavior, messaging, and reusable software components.

VeriSign, Inc., Mountain View, CA 1999 – 2008

Director of User Experience 2007-2008

Director of Human Factors Engineering, VeriSign Security Services 2002-2006

Senior Manager, Technical Communications 1999-2001

VeriSign sold consumer and enterprise-level identity and authentication and domain-name services. This division has since become part of Symantec.

- Started at VeriSign when there were only 400 employees and built the User Experience department from the ground up. Nine years later the company had grown to over 4000, and my team was a globally distributed team of more than 30 designers, researchers, Web developers, usability engineers, and writers.
- Owned the user experience for enterprise and consumer Web and mobile applications and services. Produced an enormous amount of work without missing any deadlines. Provided research reports and designs, requirements, UI specifications, personas, test plans, pre- and post-test questionnaires.
- Successfully incorporated user experience design into an Agile development environment.
- Outfitted and managed the centralized usability lab and provided usability tests and research for all the business units. In 2007 brought in Tobii eye-tracker and incorporated eye-tracking research and reports into all user testing.
- Designed and maintained e-commerce flows for SSL certificates purchased on verisign.com. Employed user-centered design methodology. Improved purchase flow and developed new Web applications which improved customer satisfaction, resolved many customer support issues, and enabled cross-selling and upselling to existing customers.
- Devised numerous ways for User Experience to contribute toward increased sales and profitability. One notable success was proposing and managing a large nationwide usability test that successfully proved the value of Extended Validation for digital certificates.

Nokia Telecommunications, Helsinki, Finland 1996 – 1999

Customer Documentation Group Manager, Network Management Systems R&D

- Managed globally distributed team to produce print and online documentation for Network Management Systems software, which helped operators plan, implement, integrate, and manage their networks. Member of three cross-functional workgroups that oversaw processes and guidelines.

Unda (a Scitex subsidiary), Helsinki, Finland 1993 – 1996

Documentation Manager

Responsible for product documentation, training materials, localization, and online help for Scitex Savanna, a prepress software that ran on a Sun workstation.

Roy F. Weston, Inc., REAC Contract for the U.S. EPA/ERT, Edison, NJ 1991 – 1993

Tech Media Manager

Managed staff of video producers, editors, and writers to provide multimedia services to the U.S. EPA Environmental Response Team.

EDUCATION

Pratt Institute, Brooklyn, NY. Bachelor of Fine Arts, major in graphic design.
University of Kentucky. Graduate Certificate in Historic Preservation
Human Factors International: Certified Usability Analyst (CUA)

USER EXPERIENCE COURSEWORK

Managing User Experience Groups, Essentials of Interaction Design, Practical Usability Testing, Science and Art of Effective Web and Application Design, User-Centered Analysis and Conceptual Design, Rapid Prototyping, Advanced CSS, JavaScript, ROI of User Experience, Usability and Product Development, Ajax Design and Usability, How to Build Rich Personas.

TOOLS AND TECHNOLOGY

HTML, CSS, Dreamweaver, Axure, JavaScript, , UserZoom, Adobe Photoshop, Illustrator, InDesign, Fireworks, Visio, Tobii, Camtasia, MadCap Flare, Lingo, LingoHub

PRESENTATIONS AND PUBLICATIONS

- Panel presenter for “Budgeting for User Research” at HFES 2010 and UPA 2011.
- Led session on Improving User Experience at 2009 She's Geeky Conference.
- Presenter at DUX (Designing for User eXperience) 2005 conference. Author of *Improving the Usability of VeriSign SSL Enrollment*.
- White paper: *Extended Validation and the VeriSign Brand*, 2006.
- Books: *Insider's Guide to Technical Writing*, volumes 1 and 2.