

# MARGARET BOSSEN

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PORTFOLIO: [WWW.BOSSENOVA.COM](http://WWW.BOSSENOVA.COM)

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## TECHNICAL .....

### UX/UI Tools:

Axure  
InVision  
Sketch  
Adobe XD,  
Optimal Workshop, etc.

### Adobe Creative Suite:

Photoshop  
Illustrator  
XD  
InDesign

### Microsoft Office Suite:

MS Word  
PowerPoint  
Excel  
Teams, etc.

### Front-end Code:

HTML5/CSS  
HTML for Email  
JavaScript, etc.

### CMS/Document Management:

Sitecore  
Sharepoint  
Dynamics 365  
WordPress  
Drupal  
Xamarin, etc.

## PROFILE .....

### User Experience Strategist, UX Designer, UX Director

I am passionate about applying interactive strategy, design, interface usability, and organizational skills to develop cutting-edge, user-friendly, and results-driven digital experiences. I have delivered hundreds of different creative solutions in UX/UI, in formats that appear online, offline, on small/mobile devices, and in myriad other formats. As a team player who thrives on creative challenges, open communication, and working closely with colleagues and clients, I foster true collaboration within work groups, and mentor team members on UX/UI best practices. I am a strategic thinker who can quickly identify a problem, develop solutions, prioritize workloads, and deliver stellar results.

### My Philosophy: Simple, Good Design, Based on User Experience.

This philosophy underpins every digital experience that I've worked on. From sophisticated application interfaces and corporate web sites, to landing pages, emails, and digital ads, the principals of simplicity, elegance, and responsiveness hold true. In all types of environments, with all types of clients, basing a methodology around a heuristic, user-centric, creative approach has saved clients time and money because these thoughtful solutions work the first time.

## SKILLS .....

**UX/UI Leader:** Leading end-to-end user experience design teams in concepting, creating, and delivering wireframes, personas, journey maps, and other UX assets. Mentoring and advising workgroups on best practices for developing information architecture, data models, task flows, heuristic evaluations, and hierarchical sitemaps.

**Accessibility Expert:** Auditing of digital experiences, and delivering guidance for remediation to achieve WCAG 2.0/ADA compliance.

**Technical:** Delivering best in class hi- and lo-fidelity prototypes in Axure, Sketch, Invision, Omnigraffle, etc. Expert user of the full Adobe Creative Suite. Creating pattern libraries, and data-driven, component-based UX/UI and interface designs.

**User Research:** Passionate about designing, creating, and delivering complex qualitative and quantitative user research projects and usability tests. Experienced at leading and facilitating user research and usability testing activities. Focused on delivering insightful, strategic recommendations with confidence.

Skilled in strategizing, creating, and presenting UX and UI for interactive projects, mobile apps, social media, and websites. IoT device strategy and medical device ideation are my latest pursuits.

Excellent understanding of technical foundations for complex projects. Skilled at delivering complex information to technical and non-technical audiences.

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*References available on request*

## EXPERIENCE .....

### **UX Strategist, Designer, Manager**

**Bossenova | Minneapolis, MN**

**Ongoing Contracts**

I am passionate about applying interactive strategy, design, interface usability, and leadership skills to develop cutting-edge, user-friendly, and results-driven digital experiences. I have delivered hundreds of different creative solutions, and am fluent in all of the most-used UX/UI apps and platforms. My projects are delivered in formats that appear online, offline, and on small/mobile devices. Take a look at [www.bossenova.com](http://www.bossenova.com), or contact me directly for access to my case studies and a detailed portfolio.

**Notable Clients:** Best Buy, US Bank, Thomson Reuters, LHI, Optum, etc.

### **Discipline Lead, User Experience & Design / UX Architect**

**RBA Consulting | Wayzata, MN**

**2014 - 2018**

- Discipline Lead and Manager of UX/UI activities focusing on Experience Strategy, Interaction Design, Design Research, and Visual Design
- Managed a diverse group of UX Architects, Designers, and Content Strategists
- Helped clients to better understand and engage with audiences through digital channels
- Envisioned how to articulate UX/UI services internally to teams, and externally to clients
  
- Also engaged as a User Experience Architect and Strategist
- Collaborated with developers, business analysts, product managers, and QA analysts on agile project teams
- Strategized and architected user-focused web and mobile applications, including dynamic data-driven and component-based experiences
- Created and presented workshops for UX Enablement, Design Research, and Accessibility
- Used designs, interactive prototypes, usability research, and strategic insights to advocate for the end user throughout a project lifecycle
- SME for Accessibility and ADA compliance.

### **Director, User Experience**

**Optum/UHG | Eden Prairie, MN**

**2016 - 2016**

Part of a dynamic User Experience team within OPTUM.

- Was responsible for all aspects of design delivery for the consumer side of Healthcare: strategic definition, concepting, prototyping, detailed UX/UI, visual design, research, documentation, and ADA compliance.
- Specialized in mobile app strategy and experience design on agile delivery teams.
- Focused on apps and web experiences that balanced user needs with medical requirements and business objectives.
- Developed, evangelized, and executed the creative and UX strategy for Optum's consumer-facing products and services.
- I took a chance to explore this opportunity after a strong recruitment effort from UHG. The position was not a great fit for me, and I returned to RBA when offered an opportunity to re-join within the executive group.

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## EXPERIENCE, continued .....

### **Director of User Experience / Digital Strategy**

**MSP Communications | Minneapolis, MN** **2013 - 2014**

- Developed processes and protocols to integrate UX/UI into MSP-C's content creation systems.
- Developed content practices that optimized digital platforms and capabilities.
- Participated in client discovery, brand strategy development, and client presentations.
- Created wireframes and IA that aligned with mobile-first/responsive design initiatives.
- Served as SME and knowledge leader for web, mobile, and user experience both inside MSP-C and for clients.

### **Senior User Experience Analyst / Web Designer**

**Capella University | Minneapolis, MN** **2012 - 2013**

- Worked on establishing the strategic direction for the student and faculty online experiences at Capella University.
- Partnered with key functional groups to deliver UX visuals and prototypes in alignment with the business and user experience goals of new web pages, mobile experiences, and applications.
- Part of the team responsible for the strategic development, production, design and analysis of Capella University's online experience.

### **Director, User Experience and Interactive Strategy**

**Hanley Wood Marketing | Minneapolis, MN** **2009 - 2011**

- Provided leadership in developing and executing online marketing solutions for a diverse roster of corporate clients.
- Served as an in-house expert on new interactive developments, leveraging technology as part of an integrated marketing platform.
- Developed user interface design specifications that were used as a blueprint for interactive development.
- Subject matter expert for online corporate guideline updates and enhancements.
- Mentored and advised all creative team members in new technology and digital strategy.

### **Interactive Director**

**Go East Design | Oakdale, MN** **2007 - 2009**

- Involved in interactive strategy, new business development, marketing strategy, creative concepting and programming, and information architecture for a regional brand and design firm.
- Managed many large web sites and projects for a group of large multi-national corporate clients.
- Actively pursued new concepts in mobile marketing and hand-held technologies.
- Other initiatives included mentoring traditional print designers in the intricacies of web site design and interactive projects.

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## EDUCATION .....

**Applied Design / French**  
BA / BS – University of Minnesota  
Minneapolis, MN

## EXPERIENCE, continued .....

### Senior Web Designer / Creative Lead

Thomson West (FindLaw) | Eagan, MN 2004 - 2006

- Graphic and web site design, creative oversight, and project management for an international legal content provider.
- Led a diverse team of junior web designers developing custom web sites for national and international law firms subscribing to FindLaw legal services.
- Involved in logo and corporate identity development, knowledge management and content management solutions, and web site portal development.
- Involved in hiring and management of creative team members.

### Multimedia Executrix

Fallon McElligott | Minneapolis, MN 1994 - 2002

- Helped build Fallon's Interactive Department from 2 people to 30-plus.
- Was responsible for all interactive projects for one of the top advertising agencies in the world.
- Established interactive project guidelines for Account Executives and Design personnel.
- Managed and produced award-winning multimedia projects on time and within budget. Involved in interactive company startup "Revolv".
- Continued to produce, design, and develop a variety of freelance projects for Fallon after leaving full-time employment with the firm.

## SPEAKING ENGAGEMENTS .....

**UXPA-MN:** Board Member, Program Director for 2019

**UXPA-MN + AIGA Minnesota:** U/X/D Collaborative Workshop, May 2019

**World Information Architecture Day:** February 2017, February 2019

**TC UX Meetup (Co-Host):** Ongoing Quarterly Meetup

**World Usability Day @ Univ of MN:** November 2017, 2018

**Optum Product Summit:** September 2016

**U of MN School of Journalism:** July 2015

**Denver Digital Summit:** April 2015

## AWARDS & RECOGNITION .....

**One Show Interactive:** Gold, Silver, Bronze Pencils

**Graphis Design:** Interactive Annual

**American Center for Design:** Web 100

**How Magazine:** Judged for the 2006 Interactive Competition

**Hanley Wood Red Point Award:** "FAST" winner

**Communication Arts:** Interactive Design Annual (Competition Judge - 2002)