

MARGARET BOSSEN

250 Selby Avenue, Apt. 42
Saint Paul, Minnesota 55102

PORTFOLIO: WWW.BOSSENOVA.COM

PHONE: 612-865-4379

EMAIL: MBOSSEN@BOSSENOVA.COM

TECHNICAL

UX/UI Tools:

Axure
Sketch
InVision
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, research, 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. I mentor team members on UX/UI best practices and guide teams to deliver strategic solutions and stellar results.

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

This philosophy underpins every digital experience that I've worked on. From sophisticated mobile application interfaces and corporate web sites, to unique devices, web pages, and digital communications, 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, Omnigraffe, 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.

Experience strategizing, creating, and presenting UX and UI for interactive projects, mobile apps, social media, and websites. IoT device research, strategy, and 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, research, 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, 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**

- Helped to establish 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.

Multimedia Executrix

Fallon McElligott | Minneapolis, MN **2000 - 2004**

- 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.

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EDUCATION

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

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)