

HEATHER WINKLE

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OBJECTIVES

To lead product teams in the investigation and interpretation of diverse user needs and business goals, to craft empowering user experiences, to stretch technological limits, and to deliver wildly successful products.

EXPERIENCE

Consulting Designer & Product Manager

- **Piclinq** Oct 2008 - Present
 - Analyzed ethnographic research and created personas to guide product definition.
 - Defined the product information architecture, outlined use cases, and created the product plan for the initial offering.
 - Designed a series of iPhone applications to dovetail with the web site.
- **Graspr** Aug 2007 – Jan 2008
 - Defined, designed, and implemented the initial launch of Graspr.com, an instructional video network.
 - Established the basic information architecture, site structure, and core workflows.
 - Developed the visual design and icon system, and wrote all site text.

Zazzle – Principal Designer & Product Manager

May 2008 – Oct 2008

- Led the company re-brand and complete redesign of Zazzle.com.
- Owned the business and product requirements, interaction design, and A/B test planning for all buying features.
- Redesigned the site information architecture and applied it to complete redesigns of search and browse. In conjunction, invented a system of product landing pages optimized for SEM and SEO that still fit comfortably within the core user experience.
- Established user research as an integral part of the product development process, set up an ad-hoc test facility, and carried out usability tests on all major redesigns.

Adobe Systems – Design Manager & Lead User Interface Designer

May 2005 – Mar 2008

- Directed a team of managers, designers, researchers, prototypers, and writers in defining, designing, and delivering the next generation of business productivity products on the desktop and web, including:
 - Acrobat Professional, the de facto standard software for creating electronic documents and collaborating across the boundaries of operating systems and applications.
 - Acrobat Reader, installed on more than 85% of all computers worldwide and the de facto software for viewing PDFs.
 - Acrobat.com, a rich internet application and web service that enables small to medium businesses to create, share, collaborate on, and secure documents from any computer.
 - LiveCycle Enterprise Suite, an integrated server solution for developing electronic forms, managing processes, and creating rich business applications.
 - Connect Pro, a cutting edge web conferencing, seminar, and meeting room solution.
- Partnered with executive stakeholders to create business strategies, integrate research and design, and develop and deploy products for a \$1.2 billion business unit.
- From the ground up, built three geographically dispersed, high-performing teams to drive product

- design for Adobe's largest market.
- Conceived, evangelized, and directed the research and design of Acrobat 9, and led the team to deliver world-class designs and support their deployment.
- Drove the release of LiveCycle Enterprise Suite 1, in which 26 disparate business system tools were aggregated into a cohesive experience and redeveloped using Adobe Flex.
- Delivered a complete user interface overhaul for Acrobat 8 and personally designed the top features; the release was touted as the best in the product's history and resulted in over \$750 million in revenue.

eBay - Senior User Interface Designer

Nov 2003 – May 2005

- Contributed business requirements documents and net present value analyses, concepts, designs, architectural specifications, task analyses, conceptual models, process flows, navigational maps, rapid prototypes, mockups, user research requirements, and interaction requirement specifications for the eBay product offering.
- Led multidisciplinary teams in the conception, design, and delivery of user experiences for the eBay product offering, including:
 - Turbo Lister and Selling Manager Pro 2.0, advanced selling tools for mass listing and managing business processes.
 - Sell Your Item 3.0 product framework, a complete Web 2.0 redesign of the listing process.
 - Comparison Shopping 1.0, for side-by-side comparisons of products and their metadata.
 - Express Product Search 1.0 to facilitate the integration of Half.com with eBay.
 - Marketplace Research 1.0, a Power Seller data mining and sales optimization tool.
- Communicated and negotiated with executive staff and eBay community members; ensured design teams consistently achieved stakeholders' goals.
- Drove strategies to develop the UI department, including site-wide information architecture solutions, design frameworks and guidelines, teamwork models, and mentoring practices.

Yahoo! - Design Manager & Senior User Interface Designer

May 2000 - Aug 2003

- Established and led a team of designers and researchers in designing the Yahoo! Finance property, including:
 - Quotes and Investing, a complete user interface and technological redesign for looking up quotes and related company information.
 - Industry Center, a collection of financial and performance data across industries.
 - Personal Finance Center, a portal and tool set for banking, saving, planning, loan processing, bill payment, and expert advice.
- Designed and researched user experiences across the Yahoo! network, including:
 - Yahoo! Mobile Services for web-enabled cell phones, PDAs, and Pagers.
 - Yahoo! Seller's Manager, a Windows application for managing auction items.
 - Yahoo! Auctions, a site for buying and selling goods.
 - Yahoo! Player, a jukebox and media management application.
 - ReplayTV on MyYahoo, a web interface for remote access to a personal TV recorder.

Intuit - User Interface Design Lead

Mar 1998 - Apr 2000

- Developed the Quicken for windows navigation system, created interaction design prototypes, wrote and maintained UI design specifications for the engineering team, and collaborated in usability testing throughout each development cycle.
- Established a multi-year user interface and visual design strategy for Quicken and Quicken.com; collaborated on interaction design for Quicken for Macintosh, QuickBooks, Quicken.com, and

- TurboTax.
- Collaborated with marketing, engineering, and usability research to determine new feature sets; led the team responsible for designing the user interface for Quicken for Windows 2000 and 2001.
- Worked with external design consultants to create the look and feel for Quicken 2000 and 2001; produced final artwork for the shipping products.
- Established the first process for creating and refreshing Quicken features using web technologies.
- Designed and implemented a set of financial guides for Quicken 99 and 2000.

Netscape Communications – User Interface Designer

July 1997 - January 1998

- Designed the user interface and content architecture for the online help systems in Netscape products while researching and designing an improved help technology for Netscape.
- Designed, implemented, and maintained the NetHelp Web Site and coordinated communication between the NetHelp team and external help developers.

EDUCATION

New York Institute of Technology - Master of Business Administration

May 2007 with Honors

Specialization in Leading Innovation

Carnegie Mellon University - Bachelor of Fine Arts in Industrial Design

May 1997 with Honors

Minor in Architecture

Minor in American Sign Language

HONORS

Women Unlimited 2008

Tribe 25 People to Know in Silicon Valley 2006

eBay Shining Star Award 2004

eBay Process and Innovation Award 2003

Industrial Designers Society of America Merit Award 1997

Guynes Award for Excellence in Industrial Design 1997

Andrew Carnegie Society Scholar 1997