

Danielle Gobert Cooley

Strategy. Research. Design.

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OVERVIEW

Expert UX strategist and user researcher proficient in information and interaction design. Over 15 years of experience leading multifaceted, cross-platform user research projects. Performed over 1,000 end user research sessions in 4 countries. Experienced in all phases of project lifecycle from sales and discovery to development and delivery. Author on more than 50 publications and presentations.

UX AND MANAGEMENT SKILLS

Strategy Roadmaps

Diary Studies

Persona Creation

Budgeting

Surveys

Cross-cultural Research

Vendor Management

Lab-based Usability Testing

Design Studio

Ethnography

Remote Usability Testing

Journey Mapping

Field Research

Man-on-the-street Testing

Collaging

Contextual Inquiry

Wireframing

Marketing

Card Sorting

Prototyping

PRODUCT TYPES

Mobile Sites & Apps

Kiosks

Hardware

Internet Sites & Apps

Enterprise Portals

Touchtone Telephone

Intranets

Windows Applications

Speech Recognition

SELECTED WORK HISTORY

Independent UX Consultant @ dgcooley.com. 2009-Present.

- *Selected Client: Ameren* - Created design and usability standards for this public utility's online forms. The standards are still in use more than 4 years later. Returned for additional work with public-facing outage map, customer self-service, and internal applications.
- *Selected Client: Mercy* - Conducted multiple usability studies of public-facing Web and mobile products for this leading US healthcare company and evangelized the user-centered software development approach to stakeholders at many levels in the organization.
- *Selected Client: CBS Sports Interactive* - Wireframed the entirety of the Fantasy Sports App Central and Developer Center. CBS was first to market with a useful, usable, and attractive product that was showcased on Mashable and TechCrunch.
- *Selected Client: NADEX* - Conducted a usability study of NADEX's tablet app for binary options trading.

Lecturer @ Northeastern University. 2015-Present.

- Develop and teach courses to master's degree candidates in the College of Professional Studies. Current courses include Content Strategy and Prototyping.

International Conference Chair @ User Experience Professionals Association. 2013-2014.

- Led a team of 40+ volunteers to plan and execute the organization's annual conferences in Washington, D.C. and London in a manner consistent with the organization's branding and financial goals.
- Worked with the Board of Directors to fully understand the organization's mission, vision, and goals, and determined how the conference could best support them.

- Established and maintained relationships with Board members, conference staff, vendors, exhibitors and sponsors, speakers, and volunteers.
- Supervised and participated in the selection of conference venue, third-party software products to support conference activities, and keynote speakers.
- Served as key stakeholder overseeing the full lifecycle design and development of the new conference Web site.
- Supervision of marketing and promotion of the event.

User Experience Director @ 4ORCE Digital. 2010-2011.

- Established 4ORCE Digital's User Experience practice, determined strategic direction, and planned and executed UX activities for 4ORCE's elite roster of clients, including Scottrade, Hardee's, and Nestle-Purina.

Lead Usability Consultant @ Perficient. 2003-2005; 2006-2009

- Planned, managed, and executed a number of user research activities for clients, provided UX subject matter expertise in sales efforts, scoped and estimated project efforts and costs, wrote proposals, mentored junior staff, and provided thought leadership along functional and/or industry lines.
- *Selected Project:* Navy Federal Credit Union Intranet Redesign – Managed user research effort to design, develop, and roll out a new intranet portal, including extensive card sort analysis and managing junior researchers through several iterations of prototyping and testing. This intranet, which supports over 6,000 employees all over the world, became a consistent, current, informative, useful, usable, and inviting site. The help desk saw a dramatic reduction in calls following its launch.
- *Selected Project:* Pfizer Global Research & Discovery (PGRD) Informatics Research Gateway – Led usability and training effort for a web-based data mining application used by Pfizer's Discovery Chemists and Biologists. Conducted iterative paper prototype testing with 26 end users at six PGRD sites in three countries. Designed and developed training materials and conducted training of 799 users at 5 PGRD sites in 3 countries. This effort was so successful that Help Desk calls were almost entirely limited to issues pertaining to forgotten passwords; the lack of technical support needed represented tremendous cost savings for the company. This work was presented at the 2005 annual conference of the Usability Professionals' Association in Montreal.

Usability Specialist @ Fidelity Investments. 2001-2002.

- Led teams to conduct usability studies, contextual inquiries, and focus groups to maximize the usability of Fidelity products and systems.
- Analyzed both Intranet and Internet sites and applications, Windows-based software, touchtone and speech recognition telephone interfaces, touch screen kiosks, and wireless web applications on both PDAs and mobile phones.

EDUCATION

Master of Science in Human Factors in Information Design. Bentley College. 2002.

Bachelor of Engineering in Biomedical and Electrical Engineering. Vanderbilt University. 1998.

SELECTED PUBLICATIONS & PRESENTATIONS

- "Pathways to a Positive Learner Experience." Presentation to the St. Louis regional conference of the Association for Talent Development. 30 October 2015.
- "The Home Link is Dead. Long Live the Home Link." Poster presented at the User Experience Professionals Association Annual Conference. San Diego, California. June 2015.
- "Intro to UX Research" Full day workshop at Kansas City Developer Conference, Kansas City, MO. May 2014.
- "The Business Case for UX" Presentation to Code PaLOUsa, Louisville, KY. February 2014.
- "Less Content. More Strategy." Poster presented to User Experience Professionals Association international conference. Washington, D.C., USA. July 2013.
- "Ask Me Anything: UX Edition." St. Louis Product Camp. St. Louis, MO. March 2013

- “The User Experience Design Step” Full-day tutorial with David Mitropoulos-Rundus at the Internet User Experience Conference. Ann Arbor, MI. July 2012
- “Personas in the Age of Social Media” Ignite talk, 2012 Usability Professionals’ Association Annual Conference. Henderson, NV. 05 June 2012.
- "Field Research for User Experience Design." Full-day tutorial, 2012 Usability Professionals’ Association Annual Conference. Henderson, NV. 04 June 2012.
- “5 Things Business Owners Should Know About Usability” Guest Post for Wave Accounting <http://waveaccounting.com/usability-tips-small-business/> 13 November 2011.
- (Less) Content, (More) Strategy: How reducing your content saves your sanity and your bottom line. Usability Professionals' Association Annual Conference. Atlanta, GA. June 2011.
- Cooley, Danielle G. “5 Online Community Killers to Avoid at All Costs.” Mashable.com. <http://mashable.com/2010/12/02/online-community-pitfalls/> 02 December 2010.
- Cooley, Danielle G., Keith instone, Mark Newman, Susan Weinschenk. "Research and Practice Interaction." Panel presented at Internet User Experience Conference. 27 July 2010, Ann Arbor, Michigan.
- Gobert, Danielle. “Evolution of a Screen” Proceedings of the Usability Professionals’ Association Conference – 2005.
- Catani, Michael, Danielle Gobert, and Tom Tullis. “Do alternate orientations of navigation and content impact the usability of handheld applications?” Proceedings of the Human Factors and Ergonomics Society 48th Annual Meeting – 2004, pp. 754-758.
- Gobert, Danielle. “Designing Wearable Performance Support: Insights from the Early Literature” Technical Communication, November 2002, pp. 444-448.
- Panel: “What the Best Usability Specialists are Made of” Proceedings of CHI 2002, pp. 706-707.

PROFESSIONAL AFFILIATIONS & ACTIVITIES

- ACM SIGCHI and St. Louis chapter (Gateway CHI)
 - Case Studies track co-chair, ACM SIGCHI 2015 Annual Conference (Seoul)
- User Experience Professionals Association (formerly Usability Professionals’ Association)
 - Founding VP, Boston Chapter
 - Panels Co-chair, 2007 International Conference
 - Experienced Practitioner Co-chair, 2008 International Conference
 - Ignite Chair, 2012 International Conference
 - Co-Chair, 2013 (Washington, D.C.) and 2014 (London) International Conferences
 - Speaker Studio Chair, 2015 International Conference
- Co-chair, 2007 St. Louis World Usability Day Committee
- Conference Committee, STL UX 2006, STL UX 2011