



KATHLEEN ROTHAR WATSON

HIGHLIGHTS & ACCOMPLISHMENTS

- User Interface (UI) designer through the last 20 year evolution of UI technology, from command line and graphical interfaces, to Web browser based interfaces,
- Advanced Graphic Design for Print and Web (levels I, II, and III) certification from the University of California Santa Cruz Extension,
- Fine Art certification from the University of California Santa Cruz Extension,
- Certified Human Factors Professional in accordance with the Board of Certification in Professional Ergonomics procedures and standards,
- Masters degree in Research Psychology, specializing in ergonomics, human perception and performance,
- Expertise in research methodology and analysis from experience gained at NASA Ames Research Center, San Jose State University, and Naval Postgraduate School,
- Design patent on the Web data download control widget for FileMaker 4.0, granted August 1998.

PROFESSIONAL EXPERIENCE

User Experience Specialist & Graphic/Web Designer, *1/02 to present* Los Gatos, California.

Currently a free-lance user experience specialist and graphic/web designer, running a private consulting business, Kats Vision. Work for recent clients involved in architecting user experiences for web sites and applications; user task and branding analysis; user interface prototypes and mock-ups. Clients include: Lucid Era; Community Chronic Care Network; Association for Research in Vision & Ophthalmology; Carboniq.com; Opsware; Coachmasterskillgroup.com; RealtyVision.com.

Academy of Art University Instructor, *1/05 to present* San Francisco, California.

Currently teaching two required core classes, Principles of Usability, and Interactive Design and Concepts, to Master of Fine Arts (MFA) candidate students in the Computer Arts New Media (CANM) department. Direct Study Advisor to several students on their CANM MFA final projects. Review Board member for evaluating student midpoint and final MFA projects.

Interface Design Group Manager, *7/99 to 11/01* FileMaker Inc., Santa Clara, California.

Responsible for the user experience design efforts across the entire FileMaker (FMP) family product line:

- Managed and mentored three UI designers to support cross-functional team efforts in FM client, server, internet, developer, and mobile (Palm) product lines,
- Worked with system architects to explore future product directions,
- Ensured UI designers employed effective design practices and procedures in all product deliverables (e.g., UI requirements analysis, functional specifications),
- Escalated design issues to be resolved at higher levels of management,
- Worked closely with product development managers during the product life cycle to ensure quality and timely delivery of user interface design deliverables,
- Designed the user interface interaction for the FMP web store.

Web Master, 10/99 to 5/00 Van Meter Elementary School, Los Gatos, California.

Redesigned the elementary school's web site (www.vanmeterkids.com).

Design Group Manager, 12/98 to 7/99 Financial Engines, Palo Alto, California.

Responsible for the user experience design efforts on the web application products and the company website:

- Assessed product and web site user interface to help Marketing Group plan feature additions and UI modifications for major product releases over the next 2 years,
- Worked collaboratively with an outside design firm and consultants (Michael Cronin), the executive staff, and the Marketing Communications Group to reestablish the company identity and branding,
- Led conceptual design direction for all major features of the next product release, which includes a complete web site redesign and product feature enhancements,
- Managed Design Group resources to achieve aggressive start-up company schedules — assigning project tasks, developing schedules, hiring personnel and contractors to meet these demands.

Senior User Interface Designer, 5/98 to 9/98 Lotus Development Corp. California.

Design lead for new product concepts. Worked with user interface designers to consider new UI approaches to solve cited usability problems; Designed and created a user interface prototype for a screen phone device, to be used as proof-of-concept.

Senior Interaction Designer/Project Lead, 4/96 to 4/98 Claris Corporation., Santa Clara, California.

Managed project resources within the Interface Design Group for all aspects of the FMP user interface, from the initial phases to final release of FMP 4.0; design lead and project manager for the next major FMP 5.0 release,

- Worked with Marketing, Development, and Quality Assurance to determine the FMP 4.0 and 5.0 release features,
- Performed user interface problem analyses to determine intended users, tasks, scenarios, and prioritized design goals,
- Provided the user interface specifications for features implemented in FMP 4.0; and preliminary design solutions for FMP 5.0,
- Planned for and participated in the usability testing of design approaches for FMP 4.0 and 5.0,
- Collaborated effectively with and was a core member of the FileMaker development team.

Senior User Interface Designer, 4/93 to 6/96 Tandem Computers, Inc., Cupertino, California.

Provided full spectrum end-to-end user interface development activities on the Windows platform:

- Designed and authored user interface specifications document for three core Tandem software products,
- Performed usability testing on Tandem products and presented formal results to the development teams,
- Performed heuristic evaluations on Tandem Computer user interface products,
- Contributed to development of the Tandem Graphical User Interface Style Guide,
- Developed application icons and bitmaps for 4 Tandem software products.

Senior Human Factors Engineer, 8/85 to 3/93 Loral Space and Range Systems (formerly Ford Aerospace), Sunnyvale and San Jose Divisions.

- Served as a core member on the Human Computer Interface Standards Committee to develop an UI standard to be used in worldwide defense satellite control computing operations,
- Lead Human Factors Engineer (HFE) on contract to identify and assess enabling and innovative UI technologies to be used in future defense satellite operations,
- Worked 4 major contracts as the lead HFE responsible for defining the UI.

Adjunct Research Instructor, 3/84 to 7/85 Department of Administrative Sciences, Naval Postgraduate School, Monterey, California.

- Taught the computer lab portion of the department multivariate statistics course and instructed students on using department computers and software packages,
- Provided consultation to students and faculty on research design and data analysis,
- Conducted research on problem solving strategies in graphically presented visual information, at a time when Graphic User Interfaces were a novelty.

Graduate Fellowship, 1/81 to 3/84 NASA Ames Research Center, Aerospace Human Factors Research Division.

- Co-designed, implemented and performed statistical analyses for experiments investigating the effects of reduced visibility conditions on human visual perception,
- Performed a Masters Degree research project on pilot visual flight performance under simulated night and fog landing conditions.

Statistics Teaching Assistant, 9/80 to 6/82 Department of Psychology, San Jose State University.

Assisted and tutored psychology majors in intro and intermediate department required statistics classes.

DEGREES & CERTIFICATION

Advanced Graphic Design for Print Certificate, Level III, University of California Santa Cruz Extension, *May 2006*.

Graphic Design for Print Certification, Level II, University of California Santa Cruz Extension, *October 2005*.

Design Foundation for Print and Web, Level I, University of California Santa Cruz Extension, *June 2005*.

Find Art Certification, University of California Santa Cruz Extension, *December 2004*.

Certified Human Factors Professional, Board Certified in Professional Ergonomics procedures and standards, *1994*.

Master of Arts, Research Psychology, San Jose State University, *May 1984*.

Bachelor of Arts, Psychology, State University of New York College at Buffalo, *December 1978*.

AWARDS & PROFESSIONAL ASSOCIATIONS

ALGA, Member.

Bay Area Special Interest Group for Computer Human Interaction (SigChi), Member.

Association for Computing Machinery SigChi, Member.

Patent on the design of the Web data download control widget for FileMaker 4.0, granted *August 1998*.

References available upon request.