

**Important
Factors in All
Design...**

...Especially UX

1. Do You Need It?

Showing results for "resume"

iPhone Apps

 <p>Pocket Resume - The Original... Business + \$4.99</p>	 <p>Resume Genie - Free and Easy... Business Get</p>	 <p>Resume Builder Plus - CV Make... Education + Get</p>	 <p>Quick Resume - Resumes Build... Business + Get</p>	 <p>Resume: The Free Resume... Business Get</p>	 <p>Resume Star: Pro CV Maker and... Productivity + Get</p>	 <p>Resume Designer 3 Productivity + \$3.99</p>	 <p>Free Resume Builder App - ... Business + Get</p>	 <p>Easy Resume Builder - CV... Business + Get</p>	 <p>Resume Generator Pro Business \$0.99</p>	 <p>Monster.com Job Search Business Get</p>
 <p>iResumes - Pro Resume Builde... Business + Get</p>	 <p>Resume Mobile Pro - design &... Business + \$2.99</p>	 <p>Resume PDF Builder On the... Business + Get</p>	 <p>Best Resume Lite Business + Get</p>	 <p>Infinity Resume Builder Business \$0.99</p>	 <p>Levo Resume Business + Get</p>	 <p>Quick Resume Pro - Resumes... Business + \$1.99</p>	 <p>Resume Builder Pro Business + \$2.99</p>	 <p>Smart Resume Builder - ... Business + Get</p>	 <p>Resume Builder Pro HD Productivity + \$3.99</p>	 <p>Smart Resume Pro: Resume a... Business + \$4.99</p>
 <p>My Resume Builder: CV Fre... Education Get</p>	 <p>Resume App Business \$2.99</p>	 <p>Resume Builder Business + \$0.99</p>	 <p>Easy Resume Builder Pro - C... Business + \$2.99</p>	 <p>Pro Recorder - Touch & Hold t... Photo & Video + \$0.99</p>	 <p>Easy Resume Builder Utilities + Get</p>	 <p>Resume Builder+ Business + \$0.99</p>	 <p>Resume + Business Get</p>	 <p>Dream Job Search Prep - ... Lifestyle + Get</p>	 <p>Résumé Assist Business Get</p>	 <p>CV/Resume Lite Business Download</p>
 <p>Best Resume Business + \$0.99</p>	 <p>Resume Maker - Pro CV Designer Business + \$2.99</p>	 <p>Resume Producer Business + \$1.99</p>	 <p>LinkedIn Social Networking Business Download</p>	 <p>Resume Builder Pro Bundle 4 Apps \$9.99</p>	 <p>Resume Builder Pro - CV Maker... Education + \$1.99</p>	 <p>Best Resume Examples - ... Business + Get</p>	 <p>Resume Review Pro Business + Get</p>	 <p>CloudJester CV & Resume Builder Business + Get</p>	 <p>LinkedIn Job Search Business Get</p>	 <p>Job Search Plus Resume Business + Get</p>

1.b Which It Do You Need?

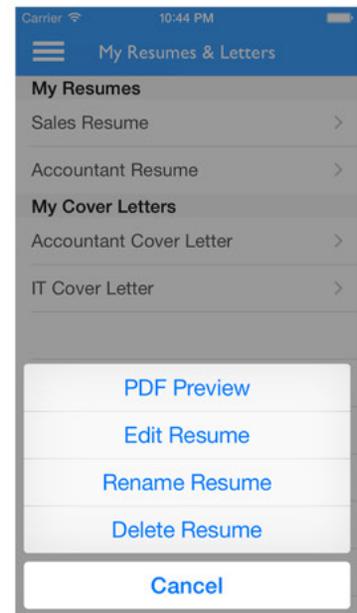
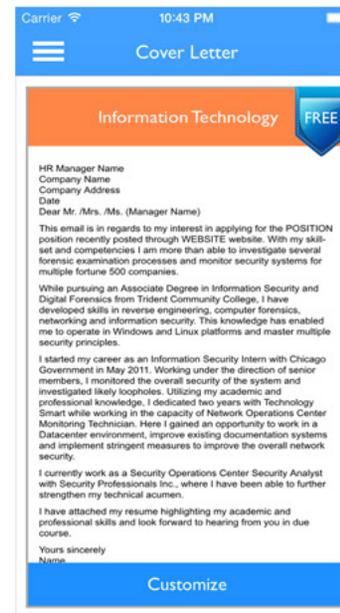
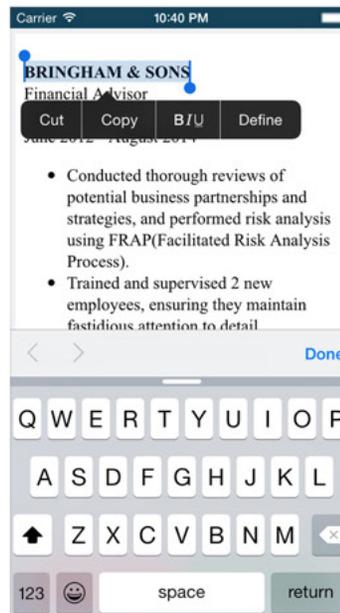
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< Back Accountant Resume

SOFIA SENNA
1435 Grant Avenue, New York, NY 10603
(212)204-5644
sofia.senna@gmail.com

CAREER SUMMARY

Certified Public Accountant with 5+ years of experience of ledger processes, account reconciliations and streamlining accounts. Possess an MBA with a focus in accounting. Seeking to leverage accounting expertise and experience into a managerial role as a corporate banker.

PROFESSIONAL EXPERIENCE

LANGFORD PARTNERSHIP
Financial Analyst
Sacramento, CA
April 2014 - Present

- Created financial reports and supported all areas of responsibility within a 5 person finance team.
- Managed a \$350,000 budget, with a reduction of costs totaling 15% over two years.
- Analyzed, examined, and interpreted account records, compiled financial information, and reconciled reports and financial data.
- Performed process analysis, and communicated recommendations to management.
- Process journal entries and perform accounting corrections to ensure accurate records.

EDUCATION HISTORY

MBA with Accounting Concentration, June 2008
Bloomfield, NJ
Poloma College

- Experience in Financial Accounting. Achieved A grade in Accounting subject. Got 72% in overall average score.

B.A Accounting, June 2006
Alamosa, CO

3. Know Your Client



3. Know Your Users



Influences on Experience

**The personal,
The social,
The object,
The situational.**

The Personal:

Demographics:

**The who, what, where,
when of a person.**

Personal: Psychographics

The “why” of a person. A person’s perceptions, beliefs, attitudes, and values. Can include language, myths, customs and rituals.

3. Help Your Client Know The User

Say

"Some students are ready for the transition, others, not so much. The ones who are ready can fit into the culture of the work environment."

"Personal responsibility and accountability are among the most important things that will help young people succeed on the job."

"I work primarily with students from business schools and engineering schools, but I see many of the same issues with students from liberal arts programs and design schools. They've concentrated on the hard skills of their programs and neglected the soft skills needed for success in the professional world."

"One of the biggest issues for students is adjusting to the pace of the professional world. Billable hours are something they have to take seriously. If the client is paying for their time, it better be worth it."

"Students need to be better prepared to work with Clients and the Public"

"One of the issues with Community College students is they tend to not do internships while they are students. Since so many of them work full time jobs while they go to school, they don't have time to pursue internships. This really harms them when they enter the job market."

"Students need more exposure to teams, they come in way too focused on individual accomplishment."

"Businesses like ours, we're connected to young people. We want to find ways to work with schools to bring in the professional voice."

"I'm always looking to find ways that interns and new hires can become more aware of their impact on others. For example, when you're late, it affects every one around you. It's an act of disrespect."

"I'll look past technical limitations if the student has strong communication skills and shows an ability to learn beyond the bounds of assigned materials."

"Give us that kid who started taking apart his mom's computer when he was 11, or the one who is taught HTML and CSS, but seeks out Ruby on his own. Kids who can teach themselves are gold."

"We give every intern and new hire a 'buddy', someone they can ask all the little questions, like 'Where's the bathroom?' You know, all the things you don't want to ask your boss."

Peer reviews, peer accountability are key to this generation.

Millennials thrive in a transparent environment.

The more we can show Millennials where they are in relation to their peers, the better. This is such a part of game culture, they are really familiar and fine with it.

Millennials need reinforcement - they need to know where they stand in relation to peers.

Think

Students need to fit the culture even more than they need to fit the skills

Millennials are highly skeptical of what they learn in school. They tend to look to each other for advice way before they go to an authority figure. How do we give the authority figures more authority in this situation?

Competition is a good thing, when introduced well.

Do

This company has many programs in place for success.

Interns have weekly sessions with a buddy. HR does regular check-ins with interns.

New hires have a buddy and a councilor that deals with large issues in the workplace. The buddy deals with day-to-day, the councilor looks at the larger picture of corporate culture.

The dual support of the buddy and the councilor has helped catch any problems early on - and usually solves them.

Orientation for new employees and interns includes the workplace culture.

Businesses like "R***", where "Jane" works are doing a terrific job of integrating students into the work environment. I walked away feeling that schools need to do more.

"Jane" works with the local community college to aid in outreach to the community that can not afford private schools.

ToDo: Create opportunities to bring the professional work environment to students in addition to internships.

Find ways to create touchpoints that show students what is real about the professional training they are getting in school.

Successful school to work transition includes understanding of:
Communication Skills
Team Work
Ability to Learn

People Skills are the most important thing

Schools need to step up and find new ways to integrate professional training into their programs

Feel

Schools need to step up and find new ways to integrate professional training into their programs

Ability to manage the pace of business - meeting deadlines is crucial

Transparency is key with this generation

Education needs to step up and create more touchpoints to stress the key soft skills needed to succeed.

We need to have some way to reach students with the reality of the workplace before they get hammered by it.

**The Empathy Map is the
Roadmap of the Personal,
Leading to the Object, etc**

Say	Personal
Do	Situational
Think	Object
Feel	Social

Say:

Empathy with the personal

Think:

Object Understanding - the degree of information the User understands. This includes the degree of training one needs to understand the product.

Say

On organization

myCIA seems cumbersome, things that should be really obvious - they're not. You sign in, then a whole other experience happens. We should have a uniform experience.

Too many features that are not needed are too front and center.

Can't see sent emails - email issues are sending him out of interface

Simply accessing a document is difficult

On the transition to myCIA

Schoology had ease of use - was really obvious, never had a problem figuring things out

Schoology allows unlimited file size, sends an email with a link to very large files.

Matt specifically said to just use schoology and keep it quiet

can immediately see the work on Schoology

On teaching

Students can see right away how everyone is stacking up

Makes one big document in advance. - course documents (like course packets from the 90s)

Schoology doesn't read CIA email

in online class has 32 students - had 50 students earlier. There are 2 sections now, doing color now, 2 sections in the Spring of Synthesis

Students can't use CIA emails to access classes on Schoology.

Needs

He's on a Rogue system - free version of Schoology, with limited administrative capabilities. He had to send an access code to students for them to sign up and in to class. It took 2 weeks of bugging people to get all students into the schoology class. It wasn't until week 3 that all students really coalesced into the group.

We know that faculty need to access at least one other online area - a video area

No Video on Blog at all

small copies of videos on Schoology.

Main frustration is this happened so quickly, with no preparation for the faculty.

Think

myCIA seems cumbersome, things that should be really obvious - they're not. You sign in, then a whole other experience happens. We should have a uniform experience.

Artwork posted on social page in Schoology works really well. Can see images, click on them to see them larger, then write comments immediately.

myCIA - you have to download image in order to see it in order to comment. Is cumbersome and slow.

Comments and sharing are crucial to Online - on myCIA it is difficult.

Switch happened without any preparation - frustrated with process that faculty were not included.

He want the only thing you have in front of you is what is happening right then and there - a combination of a book, a movie or a game. You do one thing, see only that one thing, then move on to the next when you can do that one thing. You can also go back and revisit earlier tasks.

Doesn't think a module exists for good online experiences. social and file of schoology

social and file of schoology

"It's possible I'm missing something"

Feel

Schoology had ease of use - was really obvious, never had a problem figuring things out.

Comments and sharing are crucial to Online - on myCIA it is difficult.

can immediately see the work on Schoology

Students can see right away how everyone is stacking up

Right now, Online classes are more closets than classrooms - more places where you have to hunt for things rather than places of learning. Scott's goal is to change that.

He want the only thing you have in front of you is what is happening right then and there - a combination of a book, a movie or a game. You do one thing, see only that one thing, then move on to the next when you can do that one thing. You can also go back and revisit earlier tasks.

Frustration with myCIA is you have to hunt, it's not in a way you would expect it's not consistent

He's on a Rogue system - free version -limited send access code to students for them to sign up and in to class. It took 2 weeks of bugging people to get all students into the schoology class.

wasn't until week 3 that all students really coalesced into the group.

stressful to both scott and students - they really weren't part of class until they physically signed up.

If there is some why to do something, has tried to figure it out, but can't.

The students need to physically see images, not just the links to images.

Main frustration is this happened so quickly, with no preparation for the faculty.

Do:

Understand the Physical Situation Lifestyle and Organizational Issues

Do

Unable to attend training, was teaching a summer class, so had to work on system by himself, and then in a private session with IT.

Set up OnLine classes in a private Schoology account.

All he uses My Cia for is emails, group emails, especially to set up the online students

Scott spent time designing a classroom and a custom page for his classes on myCIA, only to find students can not see what he want them to see, they can't even access the documents.

Still uses Schoology for online classes - he has the class designed so that everyone could see each others work and critique; on myCIA blog sort of works but it has a 2 mb limit, and his files are much larger

Tried to set up a class - Over a period of about 2 weeks - spent about 30 hours - finding immediately what didn't work and then trying to make it work. At end of process, decided with Matt M to just use Schoology.

Cobbling together an experience - youtube w/unlisted videos

File size increases over semester - 50-100 mb at least. Need the freedom and flexibility to set up online experiences.

"Redesigning a Learning Management System for CIA"

a UX Project

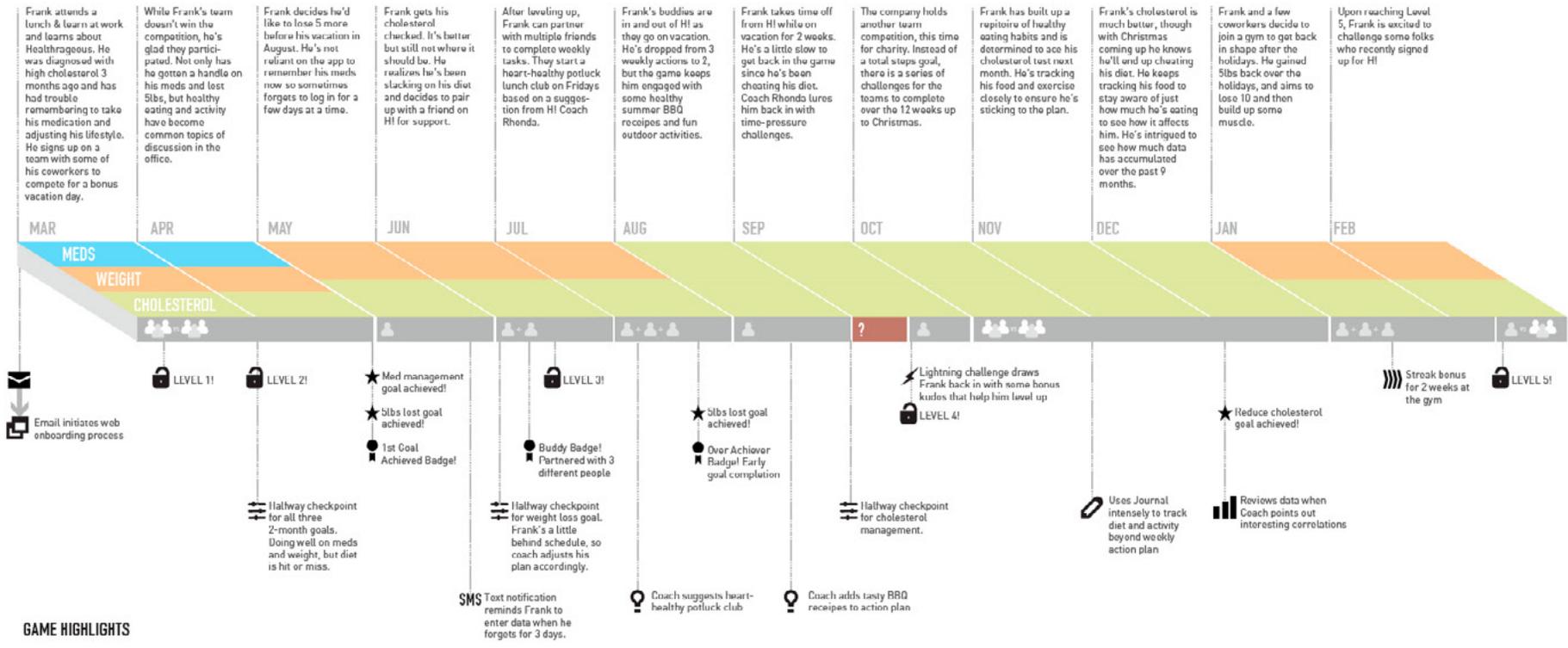
**The Empathic Tools of
Ux Can Break Barriers
of Understanding and
Lead to Real Solutions
for Actual Needs**

**Reach This
Understanding Through
Insights After Interviews**

USER JOURNEY

Kai Wei: 23, Married, Recent Graduate
Young Mother of 1 Child

GADGETS: Pedometer, Wireless Scale in Office, Smartphone
GOALS: 100% Med Adherence, Lose Weight, Reduce Cholesterol



SCHEDULED NOTIFICATIONS
 DAILY: Mobile medication reminders & logging
 FRIDAY: End-of-week checkpoint
 SUNDAY: Summary of past week
 MONTHLY: Goal progress & maintenance report

SAMPLE ACTION PLANS & KUDO SCORES	WEEK 1 [MAR]	WEEK 8 [APR]	WEEK 18 [JUL]	WEEK 22 [AUG]	WEEK 27 [SEP]	WEEK 36 [NOV]	WEEK 47 [FEB]
	<ul style="list-style-type: none"> Take medication when reminded by HI! mobile app Walk 2500 steps per day (for team competition) Buy olive oil to use instead of butter 	<ul style="list-style-type: none"> Take medication without being reminded by HI! mobile app Walk 4500 steps per day (for team competition) Play frisbee with the kids 	<ul style="list-style-type: none"> Cook 3 healthy meals this week Go for a 5-mile bike ride Healthy potluck lunch (with Jim, Sally, Mark) 	<ul style="list-style-type: none"> Healthy BBQ with family Swim for 5 hours 	<ul style="list-style-type: none"> Make a healthy fruit dessert (do it tonight for bonus kudos!) Walk 3000 steps per day 	<ul style="list-style-type: none"> Track meals in journal Eat 15 servings of veggies (for team competition) 	<ul style="list-style-type: none"> Go to the gym 4x Pack a new lunch food for you and the kids Walk more than a level 1 group (Iversus Lrik, Yang, Cory)
	2 1 per action	18 1 per action + x2 completion bonus + x2 competition kudos for 3rd place	19 1 per action + 8 co-op bonus + 10 goal completion bonus	5 1 per action - 1 sponsor penalty + 5 goal checkpoint evaluation	14 1 per action + 5 lightning bonus + x2 completion bonus	4 1 per action + 2x completion bonus	26 1 per action + 8 streak bonus + 4 challenge win + x2 completion bonus

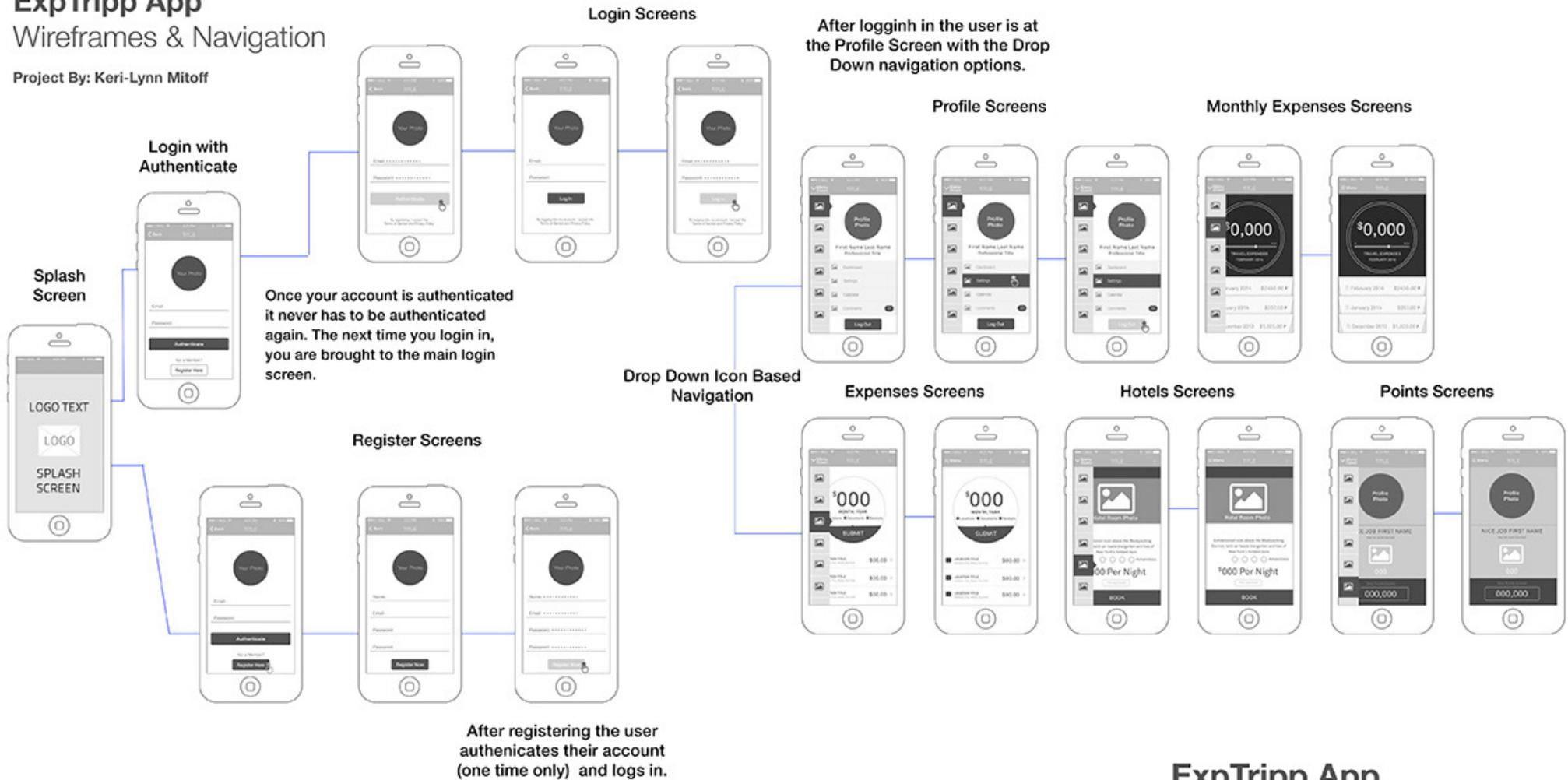
Insights > Needs > Solutions

4. Know Your Stuff

ExpTripp App

Wireframes & Navigation

Project By: Keri-Lynn Mitoff



ExpTripp App

iPhone5 iOS7 Application

Wireframes & Navigation

Project By: Keri-Lynn Mitoff
www.directorofdesign.com
www.creativeuxdirector.com

5. Think Ahead

Do We Need It?

Which It Do We Need?

Important Factors in Design

1. Discovery:

a. Understand Goals



Business and



Project goals

b. Research With an Open Mind

Design Brief / Marketing Profile	
<i>Brand Profile</i>	
Business Objective	Specific Business Aim
Positioning Statement / Unique Selling Proposition	A positioning statement describes how the client has positioned itself in the market, including the unique opportunity offered by the client, the competitive advantage of the product, detailing the factors that differentiate it from all others.
Brand Equity	What is the Meaning/Equity of the name? What are the associated values?
Market	Who is the specific Audience? Who are primary and secondary audiences? Consider: Demographics, Psychographics Business Category, Function, Attitude, and Size
Competitor	Who will compete with this business in the marketplace? Consider both direct and indirect competition

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Full Design Brief

Begin Observation



c. Build Personas and Use-Case Scenarios



Table 11.1. One-Column Table Format of a Use Case

USE CASE #	<the name is the goal as a short active verb phrase>	
Context of Use	<a longer statement of the context of use if needed>	
Scope	<what system is being considered black box under design>	
Level	<one of summary, primary task, subfunction>	
Primary Actor	<a role name for the primary actor, or a description>	
Stakeholder and Interests	Stakeholder	Interest
	<stakeholder name>	<put here the interest of the stakeholder>
	<stakeholder name>	<put here the interest of the stakeholder>
Preconditions	<what we expect is already the state of the world>	
Minimal Guarantees	<the interests as protected on any exit>	
Success Guarantees	<the interests as satisfied on a successful ending>	
Trigger	<the action upon the system that starts the use case>	
Description	Step	Action
	1	<put here the steps of the scenario from trigger to goal delivery and any cleanup after>
	2	<...>
	3	
Extensions	Step	Branching Action
	1a	<condition causing branching> : <action or name of sub use case>
Technology and Data Variations		
	1	<list of variations>

2. Prototype

3. Test

4. Iterate

4. Repeat 2–4

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