

Chassy Cleland | Product & UX Director

- ▶ Seven years creating strategically informed UX for high profile projects including public-facing Fortune 100 properties. Twenty-one years in digital design.
- ▶ Deep experience working solo, collaborating in cross-functional teams, establishing strategy, building design systems and producing thorough UX deliverables.
- ▶ MIS, University of Michigan School of Information, 2004. BA, Hampshire College, 1997.

Major Clients

A&E Networks	Disney	HortonWorks	NBC Universal
Advance Internet	GitHub	IKEA	US Energy Department
American University	Home Depot	Microsoft	Viacom

Sabbatical | 2016-present. Seeking new engagements.
Studied metalwork, bronze casting, and history of science & technology.

User Experience Director | Wire Stone

Clients: Microsoft, GitHub, Hortonworks, Qiagen
Seattle, 2014-2016

- Developed public-facing experiences for content and marketing campaigns for Microsoft.com, Microsoft stores, GitHub and Hortonworks; created supporting user journeys & information architecture.
- Collaborated closely with creative directors, copywriters, and strategists; managed implementation of user experience across the research, design and development lifecycle. Contributed a strong UX perspective to more traditionally informed advertising efforts.
- Represented UX in business development efforts - including with Fortune 100 companies.

Sr. UX Researcher | Seattle Wunderman Network

Clients: Microsoft, Yammer
Seattle, 2014

- Produced optimizations for content, content architecture, marketing material and user journeys in the Windows XP retirement campaign; output included wireframes, visual design and usability outcomes.
- Performed ongoing research & assessment of all aspects of the effort to migrate customers from Windows XP to Windows 8.5 - including customer needs assessment, usability testing, marketing funnels analysis and workflow mapping; worked with a cross-disciplinary team including specialists in data analytics, social listening, strategy and IT management.

- Created weekly reports of ongoing research & recommendations for use by the Microsoft US CMO.

UX Lead | Allovus

Client: Microsoft Research
Bellevue WA, 2013

- Created a unified user experience for the FetchClimate portal, combining multiple independent web apps for accessing and managing the NoSQL climate data used by researchers worldwide.
- Performed deep inventory of workflows, use cases and interface for existing FetchClimate applications; worked with climate researchers to refine the resulting UI.

UX Lead | Viacom

Client: MTV World
NYC, 2012-2013

- Created a video-forward property backed with editorial content in response to the explosive growth of international artists on channels such as YouTube.
- Iteratively designed a prototype based on ongoing research and collaboration with an art director.

Experience Director | POP

Clients: Home Depot, T-Mobile, TODAY Show, Washington STEM
Seattle, 2012

- Represented UX in existing relationships as well as business development efforts, including those for Fortune 100 companies. Output included north star strategy and presentations.
- Oversaw UX process & deliverables, mentored the UX team and fostered collaboration with other creative departments.

UX Lead | NBC Universal

Client: Bravo TV Digital
NYC, 2012

- Worked closely with VP, Creative Director & Editor in Chief to implement digital strategy and address the diverse requirements from editorial, broadcast, marketing and ad sales; additionally collaborated with SEO and traffic generation specialists.
- Reorganized the sprawling site structure and deep content into a sustainable templated architecture.
- Created all UX design for the new BravoTV.com, which integrated with a diverse ecosystem of content, social media and popular brands such as Top Chef and Real Housewives.

Associate Experience Director | HUGE

Clients: Advance Internet, American Society of Mechanical Engineers (ASME), American University, Audible, Budweiser, Disney, The History Channel, IKEA, Kaplan, Scholastic, Scientific American, United Nations Development Programme, US Department of Energy

Brooklyn, 2006-2012

- Launched 15+ products in a client-facing role, leading diverse teams that included Sr. UX designers, content strategists, usability specialists, search optimizers, visual designers, copywriters and data analysts. Maintained a presence across the design lifecycle, from research to final delivery.
- Established UX practice and processes as the department grew from 4 to 60+. This included developing common templates, creating scoping practices, running departmental meetings, and spearheading early user testing & SEO efforts.
- Developed major clients, won 5 major awards.

Wayback...

Information Architect at MTV / VIACOM | NYC, 2005-2006

Interaction Designer at Cambridge University Press | NYC, 2004-2005

Web Manager at University of Michigan - School of Social Work | Ann Arbor MI, 1999-2004

Advertising Manager at Michigan Live | Ann Arbor MI, 1998-1999

Web Designer at Reed Business Information | London UK, 1997

Volunteer

Grace Street Park | Greenwood SC, 2021

Alameda County Food Bank | Alameda CA, 2020

The Crucible | Oakland CA 2019-2020

Ignition Northwest Art Council | Seattle WA, 2013-2014

Circle Arts Board of Directors | NYC, 2009-2014