Lanie Iannucci

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My 11 years in the software industry are built on a foundation of user centric product design. I have extensive experience inventing, designing and delivering enterprise-class software to market with accountability to executive-level ownership. My passion is to apply both design theory and observed research data to real world HCI problems.

Experience

F5 Networks   **January 2015 – Present**
Sr. User Experience Designer

I directly support ~50 engineers (7 GUI) in San Jose, plus 15 in Tel Aviv. I have established interdepartmental design guidelines and serve as a mentor for other designers outside of my org. Product highlights:

- ❖ DDoS Hybrid Defender (DHD) – I designed this new standalone security product. This included designing a novel workflow for secure network configurations. I also did graphic design and established visual design guidelines.
- ❖ DoS Protection – I led the redesign for this product, replacing existing siloed config/analytics workflows with a single streamlined interactive data visualization and configuration tool. Wrote usability and focus group testing scripts. Overwhelmingly positive end-user feedback for redesign.
- ❖ Dashboards & Analytics – I designed a novel way of analyzing multivariate time-series network traffic data and designed multiple per-product analytics dashboards.
- ❖ Packet Tracer – I designed a tool to help network security admins design, debug and simulate their firewall network filtering rules.

I also established new patterns and techniques for common interactions:
- ❖ I wrote a Human Interface Guideline document for the Security Gateway Organization, including CSS element examples.
- ❖ I designed new Configuration Editing, Events and Notifications patterns.
- ❖ I designed a new way to view and filter network traffic data.

Plethy   **January 2017 – August 2017**
Head of User Experience

Plethy is an early-stage medical and lifestyle device startup. I was the company UX lead (first design hire). I conducted contextual inquiries with patients, physicians and physical therapists; using this data I designed wireframes and visual design concepts for the app and physician dashboard. I also guided the hardware design and managed our outsourced software development team.

- ❖ <u>Research</u> - Created a research roadmap, methodology, and testing materials. Conducted user research with patients and physicians of hip and/or knee replacement surgeries.
- ❖ <u>Design</u> - Designed user workflows, wireframes, and branding/graphic design samples for the Plethy Recoup™ mobile app and physician portal.

AppSense (acquired by Ivanti)   April 2013 – August 2014
Information Architect

I was the lead designer for all of our web applications. I was also the primary workflow and interaction designer for all new features (web, desktop, and mobile). I was also in charge of validating all design decisions via usability testing. Highlights:

- ❖ <u>MobileNow</u> – I redesigned the MobileNow app on Android, iOS, which included device-specific UX customizations.
- ❖ <u>DataNow</u> – I redesigned the DataNow admin console, integrating it with our new Workspace product. I also designed for our web, desktop, and mobile clients. I redesigned the iOS app for iOS 7.x's new "flat" style.
- ❖ <u>Workspace</u> – I designed all of the reporting and analytics, as well as cleaned and decluttered the existing UI.

Mixbook   November 2011 – April 2013
Usability Specialist

I redesigned portions of the storefront, application, iOS app, and internal admin portal. My work had directly measurable positive revenue and user engagement impact. Highlights:

- ❖ <u>Mobile</u> – I performed heuristic evaluations and usability testing for our iOS app, designing solutions for identified issues. I designed integration workflows between Mosaic and our business partners' apps.
- ❖ <u>Web</u> – I redesigned the workflow, interactions, and assets for photo book and card creation. I verified my designs via usability and A/B testing. The new designs made a measurable increase in conversion rates.
- ❖ <u>Admin Interfaces</u> – I designed an admin coupon creator and editor. I designed a reprint tracker feature for our customer service agents.
- ❖ I acted as Scrum Master for the development team.

NASA   July 2007 – December 2007
                                                 June 2008 – August 2008
                                                 June 2009 – August 2009
Intern for the HCI Group at NASA Ames Moffett Field, CA

The HCI team at NASA Ames designs and develops scheduling and problem reporting software for the Shuttle, International Space Station, Constellation, and Mars Phoenix programs. During my time at NASA I also co-authored a paper presented at CHI. Highlights:

❖ I acted as <u>Product Manager</u> for the Ames Center-wide Problem Reporting System.
❖ <u>User and Workflow Research</u> – During a Shuttle Mission and EVA I met with clients in Mission Control at the Johnson Space Center to research the workflow of the Life Systems monitoring staff. Our team used this information to design a problem reporting system specifically for Shuttle missions and for use on the International Space Station.
❖ <u>User Interface Design</u> – I designed a problem reporting system for Ames Research Center and contributed to the design of PRACA for Shuttle and the International Space Station. Our designs were merged back to the Open Source community where applicable.
❖ <u>Testing and Quality Assurance</u> – During the development process, parts or full versions of the software were given to me to write automated and manual test scripts.

Education

San Jose State University   **Graduated May 2010**
B.S. Psychology, B.A. Dance

Honors & Awards

❖ NASA Group Achievement Award for Constellation PRACA
❖ NASA Group Achievement Award for the CxSR&QA Mission Assurance System
❖ SJSU Dean Scholar
❖ PSY CHI Honors Society
❖ Departmental Honors in Psychology

Publications

Green, C., Tollinger, I., Ratterman, C., Pyrzak, G., Eiser, A., **Castro, L.,** and Vera, A. 2009. Leveraging open-source software in the design and development process. *CHI '09. ACM,* 3061-3074. http://doi.acm.org/10.1145/1520340.1520433

Other Papers

Iannucci, L., Chen, W., Hutching, K., Siao, B. 2009. Evaluations of Internet Communication: The effects of emoticons and time on perception of instant message chat conversations.

Castro, L. 2009. Computer-Based Intervention: A Tool for Learning Communication and Social Skills in Autistic Children.

Castro, L., Harbin, A. 2008. The Effects of Image Color and Captions on Long-Term Memory.

Skills

User Research, Market Research, Usability Testing, Heuristic Evaluation, Interaction Design, Information Architecture, Workflow Modeling, Wire Framing, Personas, Scrum Management, Product Management, Logo and Brand Design, Enterprise Team Leadership, Illustrator, Photoshop, Balsamiq, Omnigraffle, Axure, Silverback, Morae, InVision, Proto.io, Just in Mind, Sketch, Zeplin.

I easily and clearly communicate my ideas to the sales team, designers, engineers, and managers alike as well as listen to all feedback and comments directed towards me. Due to my excellent communication skills and past experience, I have proven to be an exceptional project lead for Agile teams.