

## **Web Architect IV** **Progressive Insurance** *12/30/2007 - present*

Currently, I am one of the lead web architects for the policy servicing platform - ensuring that experiences and designs work with the servicing strategy of prompting action, strengthening information, and minimizing complexity. In this role I promote the site architecture strategy through the following:

- Defined the Policy Servicing messaging strategy and CBA predicts Progressive will earn \$6M-\$27M with contextual offers and reduce message inventories by 51%.
- Lead UX design and development for Household View - made UI recommendations when the project had reached an impasse with design and agreement between each business segment. I was able to refocus the project, gain acceptance, support and agreement from each business stakeholder and the project sponsor in addition to reducing the complexity of the design. Designed the interface of the customer summary page and changes to the policy pages to support eliminating the current homepage, provided the HTML and CSS for pages that allow the same page to be used in the mobile space, wrote UX requirements.
- Represent servicing in the Keynote assessments and propose changes and new criteria for the Keynote scorecard to help maintain Progressive's top rank.
- Garnered the number one rank for Progressive in the Forrester 2010 US Auto Insurance Secure Site Rankings.
- Increased customer satisfaction 25 points with the chat experience in servicing that I was the lead experience developer and web architect for. The implementation of chat as a pilot has proved that it significantly increases customer and rep satisfaction while being a cost-neutral service channel and is now being rolled-out nationally.
- Ensured system quality for launching the new servicing system through the user interface testing stages by outlining UI/browser test plans, reviewing issues, determining resolution of 150 defects and triaging 500 deferred defects. I focused on prioritizing the most egregious issues which allowed deployment to remain on schedule and fixed those issues that made the interface appear broken or eroded trust in the Progressive brand.
- Defined UI standards for the policy servicing web platform by working collaboratively with business peers, iteratively testing with three distinct user segments, eliminating exceptions, and documenting patterns and guidelines. I was able to negotiate reasonable solutions (both from a business and technology perspective), and provide clear examples of each standard at the site, page and field levels.
- Analyzed competing business objectives when IT wanted to retire an old code base and site content, I proved that a sizeable portion of the content could retire but there was a negative impact to our Keynote score if we simply removed the section entirely.
- Redefined the site map to indicate page/transaction availability by audience (3 unique segments), page layout (1, 2 or 3 columns), and codebase (6 disparate systems).
- Led the collaboration of team members defining processes, instructions, and coordination of usability testing both formally in the usability lab as well as just-in-time cube usability testing with service representatives and other employees.

# Nicole Capuana

Information Architecture  
Interface/Experience Design  
Strategy  
Web Development  
Graphic Design  
Leadership

Online portfolio: taxibamboo.com | Phone: (216) 481-2743 | Email: nicole@taxibamboo.com

- Coached various projects teams on how to best avoid under-representing one of the user segments our system support thus reducing complexity in the design and improving efficiency in development.

Proven skills in:

- Project management - leading workgroups, facilitating rapid design sessions
- Information architecture - content inventories, interaction diagrams, wireframes, use cases, creation of business and UX requirements
- Web design and development - HTML prototyping, CSS, JavaScript, and digital asset creation
- User research and analysis - heuristic evaluations, usability testing, card sorting, test facilitation, participant recruiting, qualitative and quantitative evidence

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## Experience Developer III Progressive Insurance

*04/06 – 12/29/2007*

As a Web Developer in the Policy Servicing platform, I designed the user interface for many transactions in the web application that is replacing the mainframe. The migration from a mainframe environment to a web based application required me to analyze, design and create working HTML prototypes that were then usability tested with three distinct user groups who have different access/security rights and servicing needs. I worked within a defined user experience methodology applied to an aggressive 6-week design cycle and Agile Development. The transactions assigned to me to design became increasingly complex as I proved that I could tackle the most challenging transactions that had intricate system interactions and unique user requirements. How I approached leading the 6-week design cycle was lauded by others and constantly used as an example for other teams to model after. I also created clear process flow diagrams that illustrated the intricacies of the transaction to help developers, analysts, and quality assurance understand how the design was to work and I coded valid XHTML prototypes that were passed to IT for development,

I started as a level 2 and was promoted within 9 months to a level 3 Web Developer position. I trained all new Web Developers that came into the group and mentored less experienced team members.

During my time as a Web Developer, I worked to bridge the gap between IT development and the user experience team, serving as a liaison for communication and collaboration. In an effort to improve the quality of the presentation layer code that IT delivered, I developed and presented a training class for application developers to gain insight and understanding into web development best practices, semantic code and CSS.

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## User Interface Designer / Creative Director Park City Solutions (acquired by Medicity)

*2/02 – 04/06*

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At Park City Solutions (PCS), I developed a multitude of web applications to serve a variety of hospital and healthcare functions. These applications ranged from customized single applications to "portals" where many applications are pushed to one location and have a uniform interface design. These portals allow institutions to pull application data into an XML data store and display the data with XSLT templates. The interfaces I designed led to PCS being ranked by KLAS as the only non-core HIS vendor and #2 overall for physician/clinician portals.

The essence of my job was to research, define, design, and create graphical mockups and working prototypes for a variety of primary care clinical web and portal applications. Through assessing workflow, user focus, and user requirements, I created guidelines for scalable functionality that improved the quality of the applications use and design. For each prototype, I analyzed the variety of user profiles and tasks so that the approach to the design focused around the user's experience and interaction requirements. Once the visual display was finalized, I coded a working HTML prototype that utilized DHTML, CSS, ASP, and JavaScript to convey the interactivity of the application concept.

I provided HTML and CSS expertise to the programming staff as they developed prototypes into fully-functional applications. Because I assisted them, I usually adjusted the XSLT templates and improved the style sheets so that there was less reliance upon graphics and tables to format the visual display.

Primary Care Clinical Web Applications: Provider Portal, Community Portal, Patient Portal, Employee Portal, Research Toolkit, Emergency Room Grease Board, Online Testing, Public Education Portal, Clinical Case Study Program, Committee Portal

Detailed tasks include: task analysis, iterative prototyping, UI design, and the production of detailed UI design specifications and style guides.

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## Web Developer

### Pacific Edge Software (acquired by Serena)

8/00 – 9/01

Design, development and testing of the implementation of corporate intranet site that included mini site according to department. Focus was on ease-of-use, quick loading, and intuitive navigation. Launched redesign of corporate web site utilizing ASP technologies and include files running on an NT server. With graphic design team, I collaborated to develop a customer support web site that contained technical information and an online incident reporting system. Built site within the finalized design specifications and built a JavaScript navigation system. Designed and developed an online Sales Tool Kit which was an online central repository of sales documents, pricing, and product information. Continual improvement of this toolkit was based on user feedback. Each site utilized CGI and Perl scripts for applications such as bulletin boards, e-cards, listserv enrollment and administration, calendars, and online polls and also used JavaScript for a variety of functions. Developed search functions using MS Index Server and SQL for all four web sites.

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Additional work for the Marketing Department included: developed tracking strategies for optimal search engine ranking, utilized paid placement and advertising / partnership opportunities, analyzed site traffic and demographic statistics to further develop marketing.

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## **Operations & MIS Coordinator** **Physician Micro Systems (acquired by McKesson)** *7/97 – 8/00*

I was responsible for managing the day-to-day operations and overseeing all administrative staff and network technicians. Researched and implemented an ASP (Application Service Provider), VPN solution, network infrastructure upgrade. Redefined server backup solutions and developed corporate-wide hardware upgrade plan. Planned and coordinated office reconstruction, leasing and subletting. As the System Administrator for the telephone and alarm systems, I worked with technicians to reorganize the PBX system and implemented an ACD system in order to restructure the technical support department's call processing system. Additional responsibilities included: answering all incoming RFPs, office purchasing, design and maintenance of intranet, development of a searchable database for customer technical support using MS Index Server, and documentation standards for technical support documents.

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## **Volunteer Web Designer/Developer**

### **Greater Cleveland Voter Coalition** [clevelandvotes.org](http://clevelandvotes.org) *2004 – 2008*

Designed, developed and maintained the non-profit web site and printed flyers that addressed target audiences. Collaborated with a virtual team of writers and an illustrator, I developed an educational printed flyer that instructed all newly registered voters on how to use the punch card ballot machines. This effort was highlighted in the Usability Professionals' Association - UPA Voice November 2004 issue:

[http://www.upassoc.org/upa\\_publications/upa\\_voice/volumes/2004/nov/voting.html](http://www.upassoc.org/upa_publications/upa_voice/volumes/2004/nov/voting.html)

### **Delridge Neighborhood Development Association** [dnda.org](http://dnda.org) *1998 – 2008*

Designed, developed and maintained the non-profit web site for ten years and designed and developed a special campaign site. As this group is based in Seattle, all communication and work is done virtually.

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## **Education**

1996 BA    Bates College, Lewiston, ME - *Classical & Medieval Studies*  
Thesis: "From the Beyond – the transcendent aspect of Minoan deities depicted in the iconography of Minoan seals from the Late Aegean Bronze Age"

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2000 Bellevue Community College, Bellevue, WA - *Multimedia and Technology – Web Design*

## **Continuing Education**

- 2009 How to Design for Persuasion, Emotion, and Trust (PET) - Human Factors
- 2008 Information Architecture Summer Institute - University of Washington
- 2007 An Event Apart Seattle 2007 – Symposium on web standards and best practices.
- 2004 Designing the Killer Web-Delivered Application - Nielsen Norman Group
- 2003 Presenting Data & Information – One day course taught by Edward Tufte