



SUE BOOKER

Interaction Designer

I am a user interface designer with over 15 years of experience in human-computer interaction. Although I provide design expertise in a wide variety of settings and for many types of products, I have a significant history in designing hand-held devices and web applications. Below are my areas of interest:

- **visual interface design**
- **usability**
- **customer profiling**
- **product planning and strategy**
- **design session facilitation and leadership**

Since my formal education and early experience is in industrial design, I tend to emphasize the whole user experience from this perspective. I am a strong advocate of working in multi-disciplinary teams to create products that are rich and satisfying both visually and functionally. My experience includes nearly 10 years as a UI consultant (Booker Design), 5 years as a UI & ID designer and manager at Apple Computer, Inc., and 3 years as a designer at ID Two (now IDEO). Below is my Booker Design client list, followed by a more detailed description of my experience.

Booker Design client list (alphabetical):



Apple Computer, Inc.

(www.apple.com)

As a consultant (not during my employment on the Newton team), I designed the GUI for “structure detectors”, a system for recognizing, extracting and displaying significant forms of data, such as names, addresses, pre-assigned links and numerical strings. This was part of the Macintosh System 8 project.



Be, Inc.

(www.be.com)

I designed and prototyped graphical interface concepts for an operating system (BeOS) for use in digital media applications and Internet appliances.



Jarna, Inc.

(www.jarna.com)

I was responsible for the usability design of a wireless application showcasing Jarna’s collaborative expertise. This particular application was appropriate for a business that had multiple wireless devices communicating with a central office manager. The usability design needed as be easy to use and visually attractive in a wide range of business uses.

Jarna, Inc. produces Java-based real-time enterprise data management software. Their software supports widely distributed, multi-device, mobile workforces in a wide variety of environments.



Olsen & Associates (Zurich, Switzerland)

(www.olsen.ch)

I consulted on a variety of user interface issues relating to their trading and forecasting financial software. This included graphic design recommendations as well as studying multiple methods for visually displaying complex and dynamic financial data.

Olsen & Associates is a leading developer of online forecasting technology for business and finance based in Zurich. The Olsen & Associates Information System (OIS) includes real-time directional forecasts, timing indicators and trading models for applications ranging from trading to investment and risk management.



Shoreline Communications, Inc.

(www.goshoreline.com)

I developed the design and storyboards for a customer tutorial highlighting how Shoreline's phone system and its related technologies can be used for a range of workers. This included clearly explaining frequently used features (how to transfer someone to voicemail without having to speak to them) to more complex tasks like integrating with Microsoft Outlook in order to move voicemail into the email inbox, cell phone, or pager and more advanced call management features.

Shoreline Communications is a premier provider of voice over IP communications solutions. Their desktop applications allow communication from multiple sources to converge into a single interface which can be viewed and retrieved from a variety of devices.



StudioFX, Inc.

(www.studiofx.com)

I evaluated the usability and functionality of existing web sites and their related stores and worked with producers to improve the user experience. This was done by elevating the quality of the user interface, graphic design and overall navigation as well as by running simple user tests to show producers and management where the typical traffic patterns were and how this effected user satisfaction and the merchandising of the products. Part of my work was to educate management in the importance of usability design and to assess the functional groups involved with web site design and maintenance. I also mapped navigational design for all sites and taught UI flow charting techniques to producers and upper management. This involved consulting the executive staff on usability issues, facilitating design sessions and technical planning and consulting on future design directions for PlanetFX sites and their stores.

StudioFX is a privately held digital media company specializing in the broadcast of licensed media property and the creation of entertainment and e-commerce web sites relating to these properties.



Sun Microsystems, Inc.

(www.sun.com)

SMCC

I designed and documented human interface design recommendations for the "Rover Project". This work covered issues relating the CDE/Motif GUI and modifications necessary for use with pen input as well as consulting to the industrial design group on portable devices.



Sun Microsystems, Inc.

(www.sun.com)

SunSoft

This work involved continued consulting on pen input GUI issues relating to CDE and the Mobile JavaStation.



Sun Microsystems, Inc.

(www.javasoft.com)

JavaSoft

I designed a prototype of a Java-based Mobile Phone. This included visual representations of the industrial design as well as an interactive demo of a cellular phone with universal mailbox, smart reply, internet browsing, weather/traffic monitoring and personal stock portfolio capabilities. I currently have three patents granted and one pending based on this work.



Yamatake, Inc. (Tokyo, Japan and Santa Clara, CA)

(www.yamatake.com)

I prepared a usability report for Yamatake's USA division that detailed design improvements to their web site. The site showcases the company, the products, factory productivity methods and competitive marketing. I provided feedback in all of these areas in the form of a detailed written report (with visual examples) aimed at improving overall navigation, graphic design and language consistency, customer satisfaction and retail sales.

Yamatake, Inc. develops control products and technologies to enhance productivity in a wide variety of processes in plants and factories, as well as the environments in offices and other buildings.

Employment prior to Booker Design:

Apple Computer, Inc.

Prior to becoming an independent consultant in 1992, I spent five years in the Newton Group at Apple Computer, Inc., where I worked on a revolutionary portable, pen-based computer named Newton (Newton "MessagePad" introduced in August 1993). While there I was initially the sole user interface designer and Newton industrial design manager for several years. My achievements included organizing an international industrial design competition and selecting and managing a world-known design firm (Giugiaro Design, Turin, Italy). My software role included designing and prototyping multiple versions of the Newton user interface, as well as initial user testing and UI guideline documentation. I currently have 3 patents based on this work. Another area of concentration was that of design for disabled users, where I researched and documented ways in which a range of Apple products and technologies could be adapted for use by individuals with disabilities. This area is of particular interest to me, and one that I have continued to pursue since leaving Apple.

IDEO, Inc.

I joined IDTwo, in San Francisco (now IDEO) in 1985, where I helped start the "Interaction Group" by combining skills in industrial design, graphic design, human factors and human-computer interface design. As a designer and project manager, I worked for a variety of clients in strategic planning, product development and design roles. My most extensive work was for Xerox Corporation where I worked on both future product directions and immediate product development. Another long-term client was Trimble Navigation, where I developed a graphical user interface for *NavGraphic*, Trimble's first graphical LAN/GPS navigation computer for use in the nautical market.

Other accomplishments:

- Cum laude graduate from the University of Michigan, where I received a BFA in Industrial Design in 1984. Prior to attending UofM, I was an Architecture student at Cornell University.
- Holder of seven human interface-related patents.
- Numerous writing and interview contributions to a variety of design publications, books on high technology and national newspapers.
- Jurored several design competitions, including twice on ID Magazines Annual Design Review
- Dedicated parent of two wonderful boys