

TARA CLEVELAND

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PROFESSIONAL PROFILE

- A strong aptitude for usability, interface design and information architecture
- Possesses more than 16 years of experience in user-centred design and development
- Has a solid understanding of the entire web development life-cycle

EMPLOYMENT EXPERIENCE

September 2001 – May 2007 and July 2008- present

Freelance and Contract User-Centred Design

- Designed and developed sites for small local and large multi-national companies
- Consulted for several firms about moving to standards-based web sites
- Designed the online banking navigation interface for one of the major banks in Canada
- Rebuilt and redesigned several sites and web applications to achieve standards compliance

May 2007 – July 2008

Lead Front-end Web Developer – Project Spot Portal Team - IBM and BSKyB (full time contract)

- Responsible for ensuring site met accessibility, usability, standards and coding guidelines
- Designed and built interactive features of the site using *jQuery*
- Participated in formal usability-testing process from helping to develop the test plan to analyzing and implementing the results
- Worked with the Portal team, external suppliers and the client to build site according to the design requirements supplied by external marketing and branding agencies

July 2006 – May 2007

Webmaster - Trinity College at the University of Toronto (part-time contract)

- Adapted the design and information architecture to the changing needs of numerous stakeholders
- Liaised between the college staff and system administrators and programmers
- Proposed, persuaded a large group of stakeholders to agree to, and implemented substantive usability improvements to the previously approved design
- Recoded the custom content management system (CMS) templates to achieve standards compliance

December 2000 - September 2001

Senior Designer - TiCorp Interactive

- Designed graphical interfaces and information architecture for intranet applications with a small team of creative and technical staff
- Primary UX designer of a web-based document management system for a government ministry
- Was the primary advocate and implementer of user-centred design through all stages of each project from initial requirements gathering, specification building, wireframes, rapid prototyping and user testing cycles to final designs, programming and bug testing

SKILLS

- Software and CMS: WordPress, Drupal, Photoshop, ImageReady, Dreamweaver, Illustrator, InDesign, Omnigraffle, Visio and many more
- Coding: Standards-based HTML, CSS, XHTML, JavaScript, experience working within ASP, JSP, code and making small changes as necessary. Some PHP scripting
- Operating Systems: Macintosh, Windows, some familiarity with UNIX

EDUCATION

2009-2013 Open University – Msc Global Development Management

1996-2000 University of Toronto – History of Science and Technology

1996 International Academy of Design - College Diploma in Computer Graphics

1994 University of King's College - Foundation Year Programme

VOLUNTEER EXPERIENCE

- Royal Park Community Consortium (2009-2011) - Financial director, board member
- Geekup Leeds (2009) - Member and interim meeting organizer
- Evolt.org (2000-2008) - Steering committee member and organizer of TOevolt 2004 conference
- Making A Commercial Case for Adopting Web Standards (MACCAWS) (2002-2004) - Co-founder, steering committee member and leader of the Marketing Group

WRITING

- "Accessibility Laws in Canada", evolt.org, 25 May, 2002
http://www.evolt.org/article/Accessibility_Laws_In_Canada/4090/28074/index.html.
- "The Way Forward with Web Standards" and "What Every Web Site Owner Should Know About Standards: A Web Standards Primer", contributor and editor <http://www.maccaws.org/>

PRESENTATIONS

- "Colour Theory for Geeks: A Participatory Workshop" Geekup Leeds, June 2009
- "Using Web Standards with Macromedia Contribute" Design Fest '05 – October, 2005
- "Web Standards and Dreamweaver" DreaminginTO - August, 2004
- "The Train Track Gauge of the Future: Solving Usability Problems with Web Standards Today" - The Toronto Usability Summit – May 2003

PORTFOLIO

A full portfolio of my work is available at <http://www.taracleveland.com/portfolio/>

REFERENCES

References are available upon request