

PAIGE K. PARSONS

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OBJECTIVE

A challenging project focusing my creative design abilities on computer-human interaction.

PROFESSIONAL EXPERIENCE

Emma Jane Consulting ***Principal Consultant***

Palo Alto, CA

January 2000 - Present. Focused on special projects for web-based interaction and conceptual design for multiple retail clients, including America Online and Netflix.com. Contracts have ranged from simple web page heuristic makovers to user modeling/testing to complete site redesign.

Netscape Communications Corporation ***User Experience Specialist, Server Products Division***

Mountain View, CA

September 1996 - April 1999. Responsible for key areas of Netscape's server products. Designed all aspects of HTML and Java-based end-user and administrative UIs for award-winning Compass Server 3.0 product. Served as primary UI design contact for 4.0 Mail, News, Directory, Web, and Certificate servers. Reviewed administrative and content UIs for consistency, provided design reviews, usability testing, and acted as liaison between the separate server teams.

Designed and conducted usability field studies involving 40 users at five key customer sites. Presented findings to executive staff and all product groups across division. Received SPD "best practices" award for field study methodology and analysis.

Awarded multiple patents for novel interface mechanisms and techniques.

Apple Computer, Inc. ***Interaction Designer, MacOS***

Cupertino, CA

February 1996 - August 1996. User Interface Architect for Internet integration in the MacOS. Responsible for co-designing the *Apple Web Design Guide*, a publicly available web site devoted to providing user experience guidelines for web site design.

Founding member of User Experience Spot Forum, a seven person committee responsible for improving the user experience and consistency of future system software products. Member of Visual Interaction Design group responsible for reviewing designs and defining future software strategies. Conducted usability studies for future hardware designs.

Principal Interface Designer, PowerBook Software

August 1995 - February 1996. Responsible for all software user interface design issues within the Apple PowerBook Software division. Researched and defined a long-term mobile software user-experience roadmap. Designed and implemented a mobile software issues web site for internal use.

Apple Computer, Inc. ***Principal Interface Designer, Cambridge Laboratory***

Cambridge, MA

September 1992 - August 1995. User Interface Architect for Dylan development environment. Prepared initial sketches, mockups, and prototypes for key areas of functionality including browsers, editors, and debuggers. Designed icons, layout grids and all other visual elements of the software.

Instituted a user interface design process. Reviewed and approved all UI changes, hired and supervised usability testing consultants. Served as a liaison between the Apple human interface community and the Cambridge lab. Evaluated and redesigned the Macintosh Common Lisp UI.

House Rabbit Society ***Architect and Webmaster***

Alameda, CA

July 1994 - February 2005. Responsible for all aspects of www.rabbit.org, the official web site of House Rabbit Society, an all-volunteer, non-profit organization that rescues rabbits and educates the public. Site receives over 100K page views per day and has received numerous design awards.

PROFESSIONAL EXPERIENCE

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Interleaf, Inc.

Waltham, MA

Lead Interface Designer, Macintosh Group

June 1990 – September 1992. Designed the UI for a Macintosh version of *Interleaf 5*, a high-end desktop publishing system. Led design discussions and coordinated resolution of open UI issues. Designed and managed core areas of the OpenLook UI including tables, spelling, and search. Developed a corporate-wide “GUI Style Guide” for alerts and notices.

Communication Briefings, Inc.

Pitman, NJ

Database Design Consultant

November 1990 – June 1992. Designed and implemented a production order entry and fulfillment system using Oracle PL/SQL and SQL*Forms. Based UI design on results of contextual inquiry.

Massachusetts Institute of Technology

Cambridge, MA

Teaching Assistant

Spring 1988, 1989. Teaching assistant for *Advanced Photography* and *Graphic Communication* courses. Responsible for lecturing and instructing students in graphic design using Macintosh software.

EDUCATION

Massachusetts Institute of Technology

Cambridge, MA

Bachelor of Science degree in Art and Design, June 1990. Concentration in Visual Design.

Participated in the MIT Junior year abroad program studying art and architecture in Florence, Italy. Associate Arts Editor for The Tech newspaper. Member of Ring Design Committee for Class of 1990.

Additional Coursework

Information Technology (MIT Sloan School), Advanced UI Design (UCLA), and Next Generation UI's (UCLA).

PATENTS

Inline Tree Filters. U.S. patent #6341280. Issued January 2002. Assigned to Netscape.

Link Filters. U.S. patent #6104401. Issued August 2000. Assigned to Netscape.

System for Creating Dynamic Link Views. U.S. patent #6025844. Issued February 2000. Assigned to Netscape.

Aspect and Style elements of an improved graphical user interface. U.S. patent #6005566.

Issued December 1999. Assigned to Apple Computer Inc.

Status Indicators of an Improved Graphical User Interface. U.S. patent #5644334.

Issued July 1997. Assigned to Apple Computer Inc.

PUBLICATIONS

Joseph Dumas and Paige Parsons. “Exploring Ways Programmers Think About a New Development Environment” in *Communications of the ACM*, June 1995.

Paige Parsons. “Guidelines for Writing Effective Alerts.” *Develop Magazine*, November 1995.

Lori Kaplan, Paige Parsons, Cordell Ratzlaff. *Apple Web Design Guide*. First published August 1996.

BACKGROUND

Graduated in top 5% of class from Carlmont High School, Belmont CA, June 1986.

President of high school debating society. Member of ACM and BAYCHI.