

**Steve Kurzman**  
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## **Experience**

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- 10 years experience in user-centered design of web sites and applications
- Solid understanding of methods and best practices in Interaction Design, User Interface Design, Information Architecture, and User Experience Research
- Experience with all phases of the User Experience Design cycle:
  - Defining and planning user-centered design processes
  - Working with clients to define business requirements
  - Creating user profiles and personas
  - Developing an information architecture and usage scenarios
  - Creating wireframes with design specifications and process flows with interactive specifications
  - Building functional prototypes
  - Conducting user testing and usability evaluations
  - Collaborating with producers, visual designers, and developers

## **Skills**

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### **Documentation**

- Experience creating documentation throughout the product cycle, including:
  - site maps
  - wireframes
  - process flows
  - usage scenarios
  - storyboards
  - design and interactive specifications
  - business requirements
  - competitive analyses
  - research protocols
  - research findings and user needs
  - user profiles and personas

### **Software**

- Skilled with OmniGraffle, Visio, Fireworks, Photoshop, Dreamweaver, and MS Office.

### **User Research**

- Extensive experience with user experience research methods and usability testing.
- Able to plan and conduct research process and deliver actionable results.

### **Organization and Flexibility**

- Able to juggle multiple projects while still maintaining attention to detail.
- Responds productively to deadlines and takes initiative in the face of ambiguity.

### **Collaboration and Communication**

- Excellent written and verbal communication and presentation skills.
- Comfortable facing clients and collaborates well with producers, visual designers, developers, and other team members.

### **Problem Solving**

- Excellent problem solving and analytical thinking skills.
- Able to understand and translate complex user needs and business requirements into clear design recommendations.

### **Technical**

- Proficient with HTML/CSS, and familiar with the capabilities of DHTML, Javascript toolkits, AJAX, PHP/MySQL, and Flash.

## **Experience**

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### **Senior Product Manager, Kaiser Permanente (Oakland, CA), January 2009-present**

Sr. Product Manager of KP's Health Plan Institute site, providing performance support to Marketing, Sales, Service and Administration functions.

- Collaborates with director to develop overall product vision and long-term strategy
- Defines and recommends effective solutions to support user and cross-functional business needs
- Leads complex projects to design and develop web applications:
  - Plans and manages team's iterative, user-centered, design process
  - Conducts user research and translates results into actionable design and strategy recommendations
  - Creates wireframes, process flows and functional prototypes of user centered design recommendations
  - Designs and conducts usability testing of prototypes with users
  - Works with software engineer during development and manages team's QA process of staged products
- Serves as expert resource for a team of publishers on user interface and visual design standards, user needs and research, information architecture issues and HTML/CSS production work.

### **User Experience Designer (San Francisco Bay Area, CA), 2000-2008**

Contractor working with producers, visual designers, developers, and other team members to provide UX Design solutions.

- Planned user-centered design processes
- Worked with clients to define business requirements and strategy
- Planned and conducting user experience research
- Defined user needs and creating user profiles and personas
- Developed an information architecture and usage scenarios
- Created wireframes with design specifications and process flows with interactive specifications
- Built functional prototypes using HTML/CSS
- Conducted user testing and usability evaluations

### **Ethnographic Researcher, University of California (Santa Cruz, CA), 1997-2003**

- Developed research project on consumer identity and social contexts of prosthetic limbs, and awarded 3 grants totaling \$67,000 to fund research
- Conducted ethnographic research at multiple field sites in Chicago, India and Cambodia with biomedical engineers, prosthetists and medical professionals, amputees and others
- Presented findings and analysis in public and academic lectures, conference papers, publications, media interviews, museum exhibit and Ph.D. dissertation

### **Teaching Assistant, University of California (Santa Cruz, CA), 1993-1996**

- Developed lesson plans and taught discussions sections for a wide variety of cultural anthropology, physical anthropology and archaeology courses
- Consulted with and advised students, and graded coursework for 45-75 students

### **Senior Graphic Designer, Wells Fargo (San Francisco, CA), 1992-1993**

- Designer and desktop publisher for sales and marketing team of the 401(k) Retirement Plan Division
- Prepared customized marketing and presentation materials for sales staff as needed
- Created business graphics and materials for marketing and sales presentations

### **Ethnographic Researcher, University of California (Davis, CA), 1990-1991**

- Developed research project on tribal tattooing in Borneo
- Conducted ethnographic research with tribal communities in Sarawak, east Malaysia
- Presented findings and analysis in lectures, conference papers, publications, university coursework and display exhibit

## **Education**

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Ph.D., Cultural Anthropology, University of California, Santa Cruz, 2003

M.A., University of California, Santa Cruz, 1995

B.A., University of California, Davis, 1992