
Elizabeth Danzico

www.bobulate.com
liz@bobulate.com
646/298-4396

Professional Experience

Web Design Consultant

December 2006–Present

Responsible for crafting the user experience of websites, both working independently or through overseeing team of designers and developers. Develop and promote information architecture and user research practices. Organize information for sites across a variety of industries, including publishing, media, and nonprofit.

Senior Development Editor: Rosenfeld Media

November 2006–Present

Developed and oversee editors, authors, and publisher to strengthen and formalize the editorial and production processes. Partners with publisher on book acquisition and book design.

Director, Experience Strategy: AIGA

March 2005–December 2006

Oversaw and crafted the AIGA experience, online and offline, through new publications and services. Led redesign of national website and content management system, overseeing design and development. Created AIGA Design Press, working with authors and designers.

Senior Manager, Product Development: Rodale

September 2004–March 2005

Developed the user experience vision for the largest project in the interactive group's history, transforming the online properties into profitable businesses. Developed the process and hired the team, overseeing deliverables and communicating to senior executives.

Manager, Information Architecture: Barnes & Noble.com

February 2002–September 2004

Built and oversaw IA department, setting company standards for both process and practice. Overhauled the once-uninspiring search and purchase process, gathering feedback from usability testing, customer service, and product-line experts; increasing sales by over 30%.

Senior Interface Designer: Columbia House

August 2001–February 2002

Concepted and oversaw development of new purchase process to decrease cart abandonment rate and increase upsell opportunities. Developed new standards and features based on customer needs observed in usability testing of target audiences.

Manager, Information Architecture: Razorfish

March 1999–July 2001

Oversaw the 30-person department through monitoring projects, ensuring product quality, and identifying best practices. Oversaw the information architecture, design, writing, and development of multiple projects. Developed test scripts and organized usability testing to uncover how people interact with proposed interfaces.

Profile

Strong skills in oral, written, and visual communications.

Ability to recognize patterns and connections to create organized, uncomplicated systems.

Solid user research approaches to gather relevant and appropriate feedback.

Solid design strategies on both existing design problems and new product ideas.

Related Experience

Board of Directors

AIGA New York, and
Information Architecture Institute
Present

Editor-in-Chief

Boxes and Arrows
February 2002–March 2007

Director, User Experience

Daylife
December 2006–April 2007

Senior Interface Designer

Columbia House
August 2001–September 2002

Technical Writer

Document Design International
Spring 1998

Teaching Experience

Adjunct Instructor, Design History

The New School University
New York City

Lecturer, Brand Strategy

Columbia University
New York City

Adjunct Instructor, Interface Design

Fashion Institute of Technology
New York City

Education

Carnegie Mellon University
M.A., Professional Writing
Concentration: Communication Design

Penn State University
B.A., English
