

## Fritz Boyle

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### SUMMARY OF QUALIFICATIONS

- Exceptional research design, test moderation, data analysis, writing, and oral presentation skills
- Demonstrated mastery of a broad range of research methods, including observational, survey, and experimental/laboratory research
- Creative Suite, OmniGraffle, Visio, Morae, Axure, and Office
- 20 years of combined web development and software experience

### EMPLOYMENT HISTORY

**UserZen/Citrus 7 Consulting**, Bay Area, CA

5/2003-present

**Owner, Principal Researcher**

Consult with established and startup companies to develop and improve software and hardware usability through user experience research and testing

- Create custom usability analysis, review and testing for each client based on timeframe, needs and budget
- Present clear, professional deliverables quickly with actionable feedback

**Kaiser Permanente**, Oakland, CA

8/2009-present

**Usability Researcher**

Work with multi-disciplinary teams to design the leading online health records website

- Create usability testing process to integrate with agile development
- Complete redesign of national website with new emphasis on member feedback and usability
- Create and test new style guides, templates and design patterns

**Intellisport**, Los Gatos, CA

2/2008-4/2009

**Usability Specialist, Interaction Designer**

Led user interface team from initial concept through iterative production and release

- Designed user-centered interface for innovative haptic (physically-interactive) software
- Completed usability testing, heuristic evaluations and usability reporting ahead of schedule
- Improved productivity of end users by reducing task completion from 80 to 8 hours

**Edgewood Center**, San Francisco, CA

1/2004-10/2007

**Operations Manager/Resource Specialist**

Supervised 60+ staff providing education and treatment to high risk students

- Conceptualized, acquired and managed school's computer labs
- Performed needs analysis, created, trained and managed new transportation team

**Highlands Elementary**, Concord, CA

9/2002-6/2003

**School Psychologist Intern**

Assessed students with intelligence and grade level metrics

- Improved student academic and behavioral performance as well as educational environment through teacher and parent consultation
- Facilitated group counseling sessions with students

**Brawley Web Designs**, Brawley, CA

1/1999-12/2003

**Web Developer**

Designed, reviewed, tested and coded graphics and other content for non-profit and small business web sites in a startup environment

- Developed pages in Dreamweaver, Flash and Photoshop

**Peace Corps**, Agadir, Morocco

7/1999-9/2001

**Teacher Trainer/Volunteer**

Trained Moroccan and American Teachers in computer literacy, curriculum design and multi-modal learning utilizing cultural and social anthropology practices

- Conceptualized, developed and launched a women's agricultural small business internet initiative and educational program
- Designed and taught a web design college course for two technical universities and multiple community organizations
- Developed 2 libraries; including funding, construction and organization

**San Diego County Office of Education**, San Diego, CA

5/1995-5/1999

**Teaching Assistant**

Taught severely emotionally disturbed youth in all academic subjects

- Developed, acquired and implemented new technological solutions for classrooms
- Voted Teacher's Aide of the Year, 1997, 1998

## **EDUCATION**

### **Graduate coursework**

Cognitive Psychology, Cultural and Social Anthropology, Testing and Assessment  
CSU East Bay

### **Bachelor's Degree in Psychology**, minor in Linguistics

Graduated with honors and distinction, Dean's List  
San Diego State University

## **PROFESSIONAL AFFILIATIONS**

Usability Professionals Association, UPA  
Interaction Design Association, IxDA  
Bay Area Computer-Human Interactions, BayCHI