

## Professional Experience

### ***Associate Director – Product Management and User Experience Design***

The Advisory Board Company – OptiLink Division, Portland, OR, October 2008 – Present

- Deliver strong, elegant UI design concepts, while building in extensibility for future enhancements
- Promote consistent, user-centered, accessible design in an ever-expanding product
- Conduct usability and design sessions with real users, from front line staff nurses to executives
- Work directly with developers on product features, workflows, layout and design
- Manage and prioritize user stories, promoting *Agile* and *Lean* software development principles
- Design and develop marketing materials to strengthen and promote the OptiLink brand
- Redesigned OptiLink's marketing microsite

### ***User Interface / User Experience Designer***

The Advisory Board Company – OptiLink Division, Portland, OR, October 2007 – October 2008

- Redesigned user interface for the next generation of OptiLink
- Created custom icons and developed color coding systems with color-blindness accessibility
- Championed a usability testing initiative to engage customers and lead the development team toward user-centered design

### ***Co-Owner***

Meyerhaus Design, Portland, OR, April 2005 - Present

- Design, direct and develop web, print, branding, and video projects for a wide array of customers in the fields of art, music, education, non-profit, high-tech and small business (meyerhaus.com)
- Advise clients on design strategy, leveraging the right web technologies to solve the business problem

### ***Web & Multimedia Designer / Developer***

Mentor Graphics, Portland, OR, June 2000 – April 2005

- Designed and maintained corporate website and online marketing campaigns (mentor.com)
- Developed on-demand multimedia/video product demonstrations

### ***Multimedia Consultant / Instructor***

Nike – Women's Apparel Design Dept., Portland, OR, June 2000

- Trained design team on the use of Flash and Director
- Empowered team with the skills to utilize Flash and Director in their customer-facing project work

### ***Web / Multimedia / Video Specialist***

Northwest Regional Educational Laboratory, Portland, OR, 1998 – 2000

- Developed educational video and multimedia content for online distribution
- Co-produced online professional development tools for K-12 educators

### ***Multimedia Designer / Video Literacy Educator***

Madison Children's Museum, Madison, WI, 1997 – 1998; 1999 – 2000

- Created interactive multimedia kiosks for nationally touring exhibits
- Taught video literacy and production skills to 4th/5th grade students

### ***Multimedia Producer / Designer***

University of Wisconsin – Madison Dance Program, Madison, WI, 1997 – 1998

- Authored multimedia teaching tools to augment movement analysis courses
- Produced and edited over 300 video and 3-D animation segments

## Education

Bachelors of Science, with Distinction, Inter-arts & Technology  
University of Wisconsin-Madison, 1996

## Skills

- **Expert:** Adobe Photoshop - 14 yrs; HTML - 12 yrs; CSS - 8 yrs; Final Cut Pro - 7 yrs; Videography – 12 yrs
- **Intermediate:** Flash - 6 yrs; Director - 7 yrs; Adobe Illustrator - 9 yrs; Cold Fusion - 5 yrs; JavaScript 8 yrs; PHP – 6 yrs; After Effects - 3 yrs
- **Additional Core Tools:** Office Suite; Acrobat Pro; Visio; Omnigraffle; Balsamiq Mockups; Dreamweaver

## Volunteer Work

- **Arts/Entertainment Resource Library Specialist:** Legacy Good Samaritan Hospital  
Portland, OR, 2004 – 2008
- **Multimedia Production Specialist:** Arts Technology Centre, London, England, 1995

## Links

- [www.meyerhaus.com](http://www.meyerhaus.com) (General Portfolio)
- [www.meyerhaus.com/optilink](http://www.meyerhaus.com/optilink) (OptiLink-Specific Portfolio)
- [www.linkedin.com/in/meyerhaus](http://www.linkedin.com/in/meyerhaus) (LinkedIn Profile)

**References available upon request.**