

# AUSTIN GOVELLA Experience

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[www.grafofini.com](http://www.grafofini.com)

For over ten years, Austin has helped executive, business, and technical stakeholders identify and hone product strategy and deliver solutions for portals, web 2.0, entertainment, online video, knowledge and workflow management, search, blogs, and online publications.

## **User Experience Consultant — Houston & Austin, TX**

### **Independent — Sep '08 - Present**

Design research, product strategy, user experience, and usability for websites in publishing, non-profit, personal productivity, content management, and mobile.

## **Comcast Interactive Media — Philadelphia, PA**

### **Sr. Information Architect & Project Lead — Sep '06 - Sep '08**

Communicated product strategy and architecture to c-level executives and senior management for products across the Comcast universe; lead user experience on a top-10 web portal with millions of daily users and a “web 2.0” entertainment site.

- Used patterns to drastically reduce design and documentation time; supported agile development process with 2-4 week sprints.
- User flows enabled successful negotiations with major content partners —NBC/Universal (Hulu), CBS, and others.
- Universal header enabled cross-channel messaging for all Comcast products.

*Ask me about my work with Fancast.com. or the User Experience Health Check »*

## **Satyam User Experience Management — Washington, DC**

### **Sr. Information Architect & Project Lead — Sep '05 - Aug '06**

Lead user experience for projects at the World Bank for an award winning user experience consultancy. Work included intranet portals, interactive mapping (GIS), workflow applications, and enterprise search; directed off-shore development.

- Flex-layer development strategy reduced front- and back-end development time by 50% for a GIS mapping application; saving a multi-million dollar project.
- Interface design reduced loan disbursement time from months to weeks, helping distribute billions of dollars to aid programs all over the world.

*Ask me about the intranet portal javascript widgets or Disaster Hotspot mapping »*

## **University Of Houston — Houston, TX**

### **Information Architect & Web Developer — Aug '01 - Sep '05**

Directed design and development for a busy University department; managed small team of developers; managed up to 20 projects at a time. Whew!

- Task analysis reduced support calls by 60% for WebCT portal with 30,000 users.
- Contextual inquiry redesigned Distance Education website and significantly reduce calls to Student Services; supported enrollment growth of 10-25% a year.
- Business process changes eliminated redundant workflow across silos; implemented a secure web application to track classes and manage content.

*Ask me about the WebCT portal or the class management application »*

# AUSTIN GOVELLA *Expertise*

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## About Austin

For over ten years, Austin has worked with executive, business, and technical stakeholders to identify and hone product strategy and deliver solutions for web portals, a web 2.0 entertainment site, online video, knowledge and workflow management, enterprise search, blogs, and online publications.

Austin co-authored *Information Architecture: Blueprints For The Web, 2nd ed.* (New Riders/Peachpit Press, 2009). His work is also featured in *Information Architecture For The World Wide Web, 3rd ed.* (O'Reilly, 2007).

Austin has two years experience working remotely, two years experience working with agile development teams, and one year experience working with an offshore development team.

## Sample Methods & Deliverables

- Project briefs and requirements
- Competitive analysis and landscapes
- Concept models
- Content analysis and strategy
- Business analysis (application architecture and business processes)
- User research (contextual inquiry, interviews, and surveys)
- User models (mental models, personas)
- Interaction models (use cases, task analysis, task flows, scenarios)
- Wireframes and functional specifications
- Rapid prototyping (paper, lo- and hi-fi mockups, HTML/CSS)
- Usability testing (user testing, expert evaluation)

*Request samples of my deliverables to see how I work »*

## Expertise

- Site architecture
- Navigation design
- Page layout and design
- Page optimization (landing pages, conversion pages)
- Search engine optimization
- Social media optimization
- Semantic web (micro-formats, semantic html/css)
- Accessibility (Section 508, WCAG)

## Portfolio

[www.grafofini.com](http://www.grafofini.com)

## Blog, Thinking & Making

[www.thinkingandmaking.com](http://www.thinkingandmaking.com)