

Dana Giuliana

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UX Analysis

More than five years studying how people interact with technology through research, analytics, A-B testing, focus groups, site visits, usability labs and surveys.



Experience Design

Hands-on experience with user-centered design process including persona development, information design, wire-frames, paper prototypes, screen mocks, and user-flows.



Product Management

Fourteen years managing interactive products for e-commerce, media, government, electronics and automotive industries. I turn business objectives and napkin sketches into launched products through a balance of elbow grease, process and collaboration.

Director of UX/ Design @ Boston.com

Jan 07 - Present

I turn ideas and business plans into something visual and usable based on solid user-driven data and a deep understanding of the business. I carefully study users and their behaviors via analytics, A-B testing, focus groups and labs. After synthesizing it all, I develop wireframes, userflows or design sketches and then work with writers, designers and developers to ensure my vision is realized. Boston.com is the 8th largest media site in the country.

wireframes user flows usability labs design mocks AB testing mobile apps social media

Senior Experience Architect @ RDVO

Jan 04 - Jan 07

I lead the experience strategy for e-commerce, training, financial and consumer products using a combination of methodical practice and chaotic creativity. RDVO was a small shop that focused on experience design for complex applications. I lead major engagements with clients such as MBTA.com, Shire Pharmaceuticals, Abbot Labs, Fidelity and Mosquito Magnet.

wireframes user flows client management documentation paper prototypes

Project Director @ Digitas

Jan 02 - Jan 04

I wrote key documentation such as SOWs, timelines, budgets, site maps while keeping a large team informed and on track. I worked primarily on flash-based auto sites for General Motors.

timelines SOWs functional specs QA vendors

Director of Interactive Production @ Cramer

Dec 00 - Oct 01

I lead the interactive strategy for new business, and managed a team of ten producers. Clients included Compaq, Forrester and Microsoft.

strategy user flows management new business budgets

Producer @ CMGI

Aug 98 - Dec 00

I produced for two entertainment websites: Zinezone.com and iCAST.com. Both relied heavily on streaming video and audio and I managed the platform and screens that supported those capabilities. I developed all of the IA and user flows for Zinezone.com.

video production streaming project management wireframes user flows

Producer @ Strategic Interactive Group (Digitas)

Aug 96 - Aug 98

Managed the production of large website build-outs for Fortune 100 clients such as IBM, Mobil and FedEx. Developed documentation such as sitemaps, content inventories, functional specs.

SOWs project management IA usability labs user flows

