

# Dawn Bovasso

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## SUMMARY

A user experience strategist with a background in library science, content strategy, and project management who is devoted to making digital life intuitive, useful, and beautiful.

## EDUCATION

**Project Management Certification**, New York University, expected Fall 2009.

**Master of Library and Information Science**, Simmons College, August 2002.  
Entire program completed in six months, with honors.

**Master of Arts in English**, Northeastern University, June 2001.  
Emphasis on 20th Century American and British Literature. Magna Cum Laude.

**Bachelor of Arts in English**, Arizona State University, December 1998.  
Two consecutive years on Dean's List.

## SKILLS & STANDARDS

Including, but not limited to: AACR2R, AAT, Acrobat Professional, AMREMM, APPM, CCO, DACS, DCRB, DCRM(S), Deep Freeze, Dialog, DigiTool, Dublin Core, EAD, Endeca, ESTC (contributing library user), Fortress, HTML, Horizon, iLife, Illustrator, InDesign, Innovative Interfaces (III)/Millennium, Interwoven, JIRA, Kintera, LCSH, Macintosh OS, MARC21, MediaWiki, METS, Microsoft Office Suite, Microsoft Project, MODS, PhotoShop, SharePoint/MOSS, TEI, OAI, OCLC Connexion, OmniFind, OmniGraffle, OWL, PRISM, RDF, RLIN/Eureka, Semantic Web (Web 3.0), TLC, UML, Verity, Vignette, Visio, Voyager, VRA Core, WordPress, and XML.

## AWARDS

2009 W3 Award, Silver | For Navigation/Structure of [www.uptestkitchen.com](http://www.uptestkitchen.com) (Program Director)  
2009 W3 Award, Silver | For Nonprofit for [www.rise-community-services.org](http://www.rise-community-services.org) (Program Director)  
2009 Davey Award, Silver | For Navigation of [www.uptestkitchen.com](http://www.uptestkitchen.com) (Program Director)  
2009 Esteemed Colleague Award for Outstanding Performance | Razorfish, Amway account

## CLIENT EXPERIENCE

Including, but not limited to: Aetna, Amway, Dow Jones, EW.com, InStyle.com, Mercedes, The Orphaned Starfish Foundation, People.com, Terra Networks, Time Inc., T. Rowe Price, and Viacom.

## LANGUAGES

Fluent: American Sign Language  
Basic reading knowledge: Latin, Anglo-Saxon  
Cataloging knowledge of most languages: Dutch, French, German, Greek, Italian, and Spanish

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## EXPERIENCE

BARNES & NOBLE.COM *Manager, Online Merchandising* November 2009-present

Coordinating strategy, user experience, and account management for several Barnes & Noble.com channels and marketing initiatives. Creating and directing partnerships with libraries, archives, and booksellers. **Leading the redesign and user experience of the Out of Print & Rare Books channel.**

RAZORFISH (PUBLICIS) *Content Strategist*, February 2008-October 2009

Produced web content strategy, metadata frameworks and schemas, content migration plans, experience briefs, content audits, styleguides, sitemaps, faceted navigations, and wireframes. **Expertise in content management systems, taxonomies, and user experience theory.**

UX TEST KITCHEN *Project Manager/Director*, April 2008-present

The UX Test Kitchen ([uxtestkitchen.com](http://uxtestkitchen.com)) is a nonprofit interactive agency providing free website and media development to other nonprofits. Services are completely free to the client, while still providing agency-level level expertise. **Managing 10-15 UX, creative, and technical staff.**

PEOPLE.COM (TIME INC.) *Metadata Librarian*, March 2007-February 2008

Controlled the authorities and tagging structure for the content management system's ontologies and taxonomies. Lead the digitization of the magazine's archive project. **Initiated creation of the first semantic, xml database connecting every fact about every celebrity.**

BOSTON PUBLIC LIBRARY *Rare Books Librarian*, June 2004-March 2007

Created Level I OCLC records, finding aids, and digital library projects for the Rare Books department, including the entire personal library of President John Adams. **Produced *John Adams Unbound*, the largest, most successful exhibition at the Boston Public Library.**

QUINCY COLLEGE *Faculty Librarian and English Instructor*, August 2001-May 2004

Fielded research and reference requests from students and faculty. Taught British and American literature. **Consistently received outstanding student evaluations, and won a national award for excellence.**

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