

Dawn Bovasso

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

Doctor of Information Studies, Syracuse University, expected Spring 2013.

Emphasis on the user experience of the book. Pending doctoral thesis: *How Can the Emotional Link Between Users and Print Books Be Most Effectively Recreated with eBooks?*

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, Confluence, 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 (Program Director)

2009 W3 Award, Silver | For Nonprofit for www.rise-community-services.org (Program Director)

2009 Davey Award, Silver | For Navigation of www.uptestkitchen.com (Program Director)

2009 Esteemed Colleague Award for Outstanding Performance | Razorfish, Amway account

CLIENT EXPERIENCE

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

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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 initiatives. Creating and directing partnerships with booksellers and libraries. **Leading the redesign and user experience of the Rare & Collectible channel.**

RAZORFISH (MICROSOFT) *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) 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.**