

# Ellen Beldner

User-centered product design and management for software.

## Work Experience:

### **ChoiceVendor, Inc., San Francisco Ca. Nov 08 - present. Director of User Experience.**

Everything and then some at a B2B review software startup. [Data-driven feature planning](#), [feature prioritization](#), product design, Information Architecture, UI. Responsible for planning, conducting, and gathering user data: usability studies, log / db analysis, surveys, and more. Customer service and [policy planning](#). Manage visual designer and content editor; work closely with CEO and VP of eng to plan and prioritize features. Code when I have to in order to free up engineering time.

### **YouTube, San Bruno, Ca. Dec 07 - Nov 08. UE Designer, Monetization Lead.**

UE team lead for all YouTube monetization projects: [Video promotions / advertising](#); all copyright and licensing UI, including the [YouTube Content Manager](#). Coordinate work between 2 visual designers, 2 web developers, 1 researcher to meet PM and tech lead needs.

### **Google, Inc. Mountain View, Ca. May 03 - Dec 07. User Experience Designer.**

Lead designer for [AdWords](#) Internal Approval System 2007, Google Base 2006, [Google Checkout 2005](#), Blog Search 2004, Groups 2004. Information architecture, innovative interaction design, visual design, HTML / javascript, [design project management](#).

Non-project activities: I introduced [new design processes](#). Significant contributor to Google's [UX Style Guide](#). Give talks to engineers and PM about UCD.

### **Covigna Inc., Mountain View Ca. Jun 01 – Apr 03. Design Lead.**

Managed, designed, built, and usability tested interface for web-based [enterprise](#) contract management software.

### **Reactivity, Inc., Belmont Ca. Jul 00 – Apr 01. Design Entrepreneur.**

Interaction design and [usability research](#) at a startup consulting and incubator company.

### **Software Engineering Institute, Pittsburgh Penn. May 98 – May 00, Interaction Designer.**

## Education:

### **Carnegie Mellon University, Pittsburgh Penn. B.A., Honors.**

[Human-Computer Interaction](#) and Professional Writing double major.

Honors thesis: *The Rhetoric of Privacy*.

## Publications et cetera:

Miscellaneous design contract work as [Elbo Design](#) (2008).

Guest lecturer at [Haas School](#) of Business course on process innovation (2008).

Contributing author to [Thoughts on Interaction Design](#) by Jon Kolko (2007).

Guest author, Ambidextous Magazine: Design of Dinner Parties (2007).