

Aura-Leigh Sanders Jenkins

human • centered digital design

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summary

Innovative user interface designer and information architect with solid foundations in psychology, research and human-computer interaction. Skilled at communicating with and building relationships among customers, programmers, designers, sales and executive staff in corporate, public and non-profit environments. Effective project and team leader, trainer and user advocate with proven experience in graphic design, programming, and technical communications. Experienced e-business strategist and executive manager.

tools & technologies

- Microsoft Windows, Office Suite, FrontPage, Project, Visio, Sharepoint, IIS, SQL Server; Linux RedHat; Apache HTTP Server; FTP & SFTP; MySQL Server; Adobe Dreamweaver, Fireworks, Freehand, Flash Professional, Director, Captivate, Photoshop, Premiere Pro, Acrobat, GoLive, ImageReady, Illustrator, InDesign; Blackboard, WebCT, Moodle Learning Management Systems; Mambo, Joomla and Drupal Content Management Systems, Wordpress, Virtuemart e-Commerce and Community Builder Membership components; Broadvision
- ASP.NET, Java, HTML, DHTML, XHTML, XML, CSS, JavaScript, SQL, CGI/PERL, PHP, ActionScript, AJAX, SCORM & Learning Objects (LO's)

experience

President & CEO

MeadowGroup Consulting • Lawrenceville, Ga • October 04 to present

- Provide project-based e-commerce, marketing, design, usability, social media and online learning consultation services to entrepreneurs and companies of various sizes, including Fortune 500 companies
- Consult with clients to produce custom online learning products, websites, graphics, logos, corporate identities and marketing plans

E-Commerce Manager

Ryder Fleet Products, Ryder Systems • Lawrenceville, Ga • June 08 to January 09

- As an Executive Team Member, oversaw all direct business, strategy and technology aspects of www.ryderfleetproducts.com and www.rydersafetysservices.com e-commerce websites (combined annual online sales of approximately \$7 million)
- Worked with Marketing Director to manage online marketing strategies for a customer base of approximately 15,000 subscribers and users, including targeted messaging and promotions to 6 different audience segments
- Designed and conducted a user experience survey of 200 online customers to obtain verifiable data for website needs and effectiveness
- Extended and managed statistical website monitoring (Google Analytics) to gather detailed customer data in order to assess ongoing and develop new effective marketing strategies
- Managed existing and implemented new Search Engine Optimization (SEO) programs to increase online market visibility
- Redesigned the email marketing program based on customer data and website analytics for increased ROI
- Worked with outside consulting firm to complete a Scope In Project effort to determine viability of moving existing Ryder Fleet Products websites to .NET platform with Web 2.0 features; Completed and presented the resulting Request for Capital Expenditure to Ryder Systems Executive Team members

- Worked with Safety & Loss Prevention Online Learning team to evaluate and plan the new Ryder University Online Learning System
- Worked with Ryder Systems IT staff to develop Backup and Disaster Recovery plans and implement PCI-compliant secure online credit card processing system
- Managed a team of 4 direct reports and up to 4 additional contractors

Usability and Information Architect, Design Consultant

SynQ Solutions (formerly Imaging Technology Services) • Atlanta, Ga • January 06 to March 07

- Worked directly with clients, stakeholders, product managers, programmers, junior designers, sales staff and the executive staff to design and create web-based application user experiences, user interfaces, associated graphic collateral and related user training documentation to serve clients such as **Cingular Wireless/AT&T Mobile, Sony BMG, JP Morgan Chase, American Cancer Society, Hardees, Krispy Kreme, Arby's, and Carvel Corporation**
- Participated in all aspects of the design process including identifying user needs, defining business requirements, storyboarding, prototyping, and iterative end-user validation
- Translated current human-factors research into high-quality, visually engaging user interface designs to meet industry standards of human-computer interaction, technical specifications and cross-browser compatibility as well as individual client branding standards and guidelines
- Led team in product prototyping, including creating interaction scenarios, wireframe layouts and typography, low-fidelity screen mock-ups, clickable demonstrations and user interaction elements
- Implemented and managed the user documentation process, including determining documentation needs, writing or managing the writing production, assuring editorial quality, enforcing style guide adherence and maintaining updates
- Used Captivate and Flash to design and develop web-based user training tools, ranging from online demonstrations to narrated simulations with the ability to track users' end-test results for certification purposes
- Managed all aspects of the user testing process, including drafting and delivering test plans, test-case scenarios and report documentation
- Created, delivered and analyzed results of surveys and focus groups to correlate business requirements to final product outcome to ensure that overall user experience was effective and achieved customer satisfaction

Computer Information Systems (CIS) Web Design, Internet & Database Specialist Program Coordinator, Instructor & Webmaster

Lanier Technical College • Oakwood, Ga • November 02 to December 05

- Coordinated and managed course program scheduling, recruitment and hiring of adjunct instructors, curriculum development, text materials selection and certification testing for *Internet Specialist, Oracle Database Specialist, and Introduction to Microcomputer* degree, diploma and certificate programs
- Advised students seeking to complete academic programs to meet their career goals, provided job search assistance, career counseling and internship management
- Developed and implemented the *Oracle Database Specialist Degree* program, including meeting stringent qualifications to become an Oracle Academic Initiative member
- Co-wrote and co-implemented the *Information Security Degree* program
- Designed, developed and taught course curriculum to meet state and industry standards for face-to-face and online delivery of the following classes:
 - Introduction to Microcomputers (including MS Word, Excel, Access and PowerPoint)
 - HTML Fundamentals (including DHTML, XHTML and CSS); CGI using PERL and MySQL
 - Internet Business Fundamentals (including History of the Internet, eCommerce and iNET+ Certification)
 - Website Design Tools (including Macromedia Dreamweaver, MS FrontPage, Adobe GoLive)
 - JavaScript Fundamentals
 - Web Graphics and Multimedia (including Adobe Photoshop, Fireworks and Flash)
 - Design Methodology (including Website design project lifecycle management, content management and copywriting, typography, client management, ADA compliance, interface design, usability and SEO)
 - Database Connectivity (including IIS, Apache, PHP, ASP, ASP.NET, MySQL, SQL Server, SQL)

- Managed the CIS Program Advisory Committee, composed of local industry leaders, to continually provide updated, industry-specific curriculum to technical college students
- Provided technical support to staff and student users across multiple campuses for online learning tools such as Blackboard, Student Information Systems and Flash/multimedia presentation tools for online learning
- Scoped and managed the redesign of the Lanier Tech website, including coordination of up to 5 contract programmers and up to 40 Subject Matter Experts
- Used ASP 6.0/.NET, MS Windows Server 2003 and SQL Server 2003 to build a proprietary Content Management System (CMS) to enable designated editors to manage portions of the database-driven website
- Managed ongoing post-launch website content deadlines and submissions from up to 40 Subject Matter Experts, including copyediting and graphic design/production

Assistant to the Director of Educational Technology

Southern Regional Education Board • Atlanta, Ga • July 00 to November 02

- Designed, delivered and reported results of various surveys and questionnaires using online survey software
- Provided design and development support for *Spotlight on Algebra Web-based K12 Math Teacher Professional Development Course*
- Managed quality assurance and usability testing for 72 users of *Spotlight on Algebra Web-based Course*
- Designed and used web-based tools to more effectively plan and coordinate meetings for up to 150 state and national education technology policy makers
- Coordinated effective communications among a network of widely-distanced state and national contacts using email, listservs, and web-based applications and tools
- Coordinated budgeting, purchasing and distribution of technology for the *APNexus* project

presentations, projects & publications

- Co-wrote and won the Georgia Department of Technical and Adult Education (DTAE) *Technical Improvement and Innovation Project (TI2P)* \$10,000 grant to develop a system to train technical college instructors to be effective online teachers
- Presented the *TI2P* project "Building Quality into Online Learning" at Educause Southeast Conference 2004
- Implemented Lanier Tech's first Certified Internet Webmaster (CIW) *Authorized Academic Partner* and *Certified Training Center* program
- Developed PHP course curriculum in use by all technical colleges throughout Georgia
- Designed, implemented, and managed the SREB ETC Online Meeting Registration systems including the user interface and database
- Created user documentation for *Spotlight on Algebra Web-based Course* using current technical communications industry standards
- Worked closely with governors and heads of state education agencies within the *ATAAlliance* RFP process to select preferred online Learning Management Systems (LMS) vendors

service & recognition

- Nominated for Technology Association of Georgia *Excalibur* award for Ryder Fleet Products websites
- Created a User Interface design for Sony BMG that was acclaimed for helping to win their business as a corporate client
- Recognized for quickly creating an online product demo that was key in securing Carvel as a corporate client
- Served as Lanier Tech's Association for Information Technology Professionals (AITP) Faculty Member
- Served on the Educause Southeast Conference 2005 Committee to prepare the conference agenda, review and select presentation submissions from higher and technical education institutions throughout the region
- Served as Co-chair on Lanier Technical College Marketing Committee

- Organized *Operation Backpack for Kids* to donate school supplies to displaced hurricane Katrina victims on behalf of Lanier Tech; featured in *Gainesville Times* and *Access North Georgia*
- Nominated to participate in Alliance for Literacy Spelling Bee Fundraiser 2003
- Currently serving as Chair of Communications Committee, St. Matthew's Episcopal Church
- World Organization of Webmasters member

certifications & higher education

- Master of Information Technology, American Intercontinental University
- Bachelor of Science (ABFL) in Psychology, Georgia College & State University
- Phase I and II Graduate, Department of Technical and Adult Education Instructor Training Institute
- CISCO Certified Fundamentals of Web Design Professional and Certified Instructor
- Certified Internet Webmaster (CIW) Professional and Certified Testing Center Exam Proctor
- LERN Certified Online Instructor
- International Sports Medicine Association & American Aerobic Association International Certified Personal Fitness Trainer

recommendations

"Aura-Leigh is a energetic, resourceful and well rounded usability professional. Aura-Leigh was just beginning the introduction of usability and information architecture to the team when I was brought on board to manage the development efforts. Aura-Leigh taught all of us the positive benefits of utilizing focus groups and supporting wireframes with our customers to really understand what they wanted in our product line. It was a pleasure having Aura-Leigh as a member of the team!"

D. Thomson, VP, Information Technologies, Imaging Technologies Services

"Aura-Leigh is an extremely creative and resourceful individual. Through her assistance and guidance we worked in tandem with another team to build a resource tool for our client that encompassed audio, visual, and numerous effects that bring the product to life. She was instrumental in creating the look and feel of the product as a whole while simultaneously working with our partners to ensure the goals were being met by the development team. I believe that Aura-Leigh would bring her enthusiasm and creativity to any project to which she is engaged."

R. Gold, Manager-Technical Project Management/Quality Assurance, SynQ Solutions

"Aura-Leigh was the designer for the rollout of a major overhaul of one of our largest customer sites. In my work with her I found that the design was solid from a usability standpoint and exceeded the customer's expectation (they were thrilled with the design and look). More importantly we were able to implement the changes quickly and consistently across the whole site. Aura-Leigh was able to deliver design elements and entire prepared template pages to the development team rapidly, was extremely flexible with changes and helped us make our launch date."

C. Albright, Senior Software Engineer, SynQ Solutions

"Aura-Leigh demonstrates effectively the approach and forward thinking that has come to be known as Business and Web 2.0. Aura-Leigh is not merely focused on delivering the solution that satisfies the business requirements but on the value-add and long term usability of the development projects she touches. I worked with Aura-Leigh during two customer projects and I appreciated her honesty, candor, and helpfulness in helping our consulting group build a stronger relationship with both new and existing clients. With Aura-Leigh you not only land a proven Internet and UI technology consultant but a business partner in the truest sense."

R. Bakare, Account Manager, 4T Technologies