

Mark Thompson-Kolar

Education

- » University of Michigan School of Information, MSI (HCI/Tailored), 2011
- » University of Michigan Rackham Graduate School, M.A. Journalism, 1990
- » University of Michigan, College of LS&A, B.A. Communication/Business, 1989

Relevant Experience

ForeSee, Inc.

DIRECTOR OF USABILITY SERVICES / TEAM LEAD JUNE 2014-PRESENT
WEB/MOBILE USABILITY AUDITOR JANUARY 2012-MAY 2013

- » Guide 21-analyst Usability Department in successful completion of large portfolio of internal and external UX research/analysis projects.
- » Project manage development of in-house usability heuristic knowledgebase.
- » Evaluate web and mobile site usability using heuristic methods.
- » Write and present usability reports to Fortune 500 or public sector clients.
- » Provide best practice recommendations for content and usability improvements.

University of Michigan

Inter-university Consortium for Political and Social Research

SENIOR EDITOR AUGUST 2013-MAY 2014

- » Provided key support to ICPSR web and print publications and other communication vehicles, both print and web.
- » Oversaw development of written, video, and social media content necessary to communicate and support ICPSR's mission.
- » Task areas included development of web information architecture; provision of usability recommendations; management of communication assets; research; and development of written, photographic, and video content.

School of Public Health – Center for Managing Chronic Disease

WEB DESIGNER (PART-TIME/STUDENT) APRIL-DECEMBER 2011

- » Wrote, edited, and updated content on MODx CMS system; coded in HTML and CSS.
- » Created high-fidelity wireframes and dynamic web prototypes in Axure RP.

Department of Psychology

GRADUATE STUDENT INSTRUCTOR JANUARY 2010-DECEMBER 2011 (FOUR SEMESTERS)

- » Prepared lesson plans and led two-hour weekly discussion sections.
- » Interacted with administrators, faculty, GSIs, undergraduate students, and CTools LMS to achieve departmental instructional goals.

Cengage Learning

USER RESEARCH INTERN MAY-AUGUST 2010

- » Assessed content, usability, and design of sites used in university library settings.
- » Recruited representative testing subjects and moderated remote usability studies.

Jackson Citizen Patriot (for AnnArbor.com)

E-PRINT EDITOR / DESIGNER 2009

- » Edited stories, designed pages, coordinated production for daily publication.
- » Member of launch team for AnnArbor.com print edition. Created software to scrub unwanted control characters from text files efficiently. Established all InDesign templates and trained staff on visual style guidelines.
- » Updated online content using Moveable Type CMS and HTML.

Portfolio Site

www-personal.umich.edu/~mdmtk/

Contact

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Key Skills

Heuristic evaluation
Competitive analysis
Content strategy
Information architecture
Project management
Requirements gathering
Cross-company training
Web user experience
Contextual inquiry
Trends research
User testing & analysis
Client management
Internal communication
Documentation writing
Content development
Editing
Print/web design

Software Skills

Axure Rp
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Acrobat Pro
Final Cut Express
MS Word
MS Excel
MS PowerPoint
MS Outlook
Cisco WebEx
Google Suite
TechSmith Camtasia
Google Analytics
ForeSee Analytics Portal

Membership

User Experience
Professionals
Association (UXPA)

The Ann Arbor News / Michigan Business Review

EDITORIAL DESIGN DIRECTOR / ASSOCIATE EDITOR 2000-08

- » Designed pages and promotions, created and edited content for print and Web.
- » Edited stories, wrote headlines, created graphics, and designed pages – primarily front page centerpieces, special sections, and long-term projects.
- » Implemented new technology, trained newsroom staff, adapted workflows as needed.
- » Collaboratively determined story, image, and graphics lineup for daily editions.
- » Researched and wrote descriptive text for info-graphics and articles. Directed four-person graphics staff and handled seven-day scheduling for 22-person Copy Desk.

Detroit Free Press

DEPUTY GRAPHICS EDITOR 1998-99

- » Researched and wrote info-graphic content, and coordinated daily production.
- » Managed daily operation of six-person graphics staff.

The News-Sentinel, Fort Wayne (Indiana)

ASSISTANT MANAGING EDITOR 1997-98

- » Assigned, edited, and wrote articles; designed pages and info-graphics.
- » Interviewed readers and local business professionals to determine content needs.
- » Trained reporting and copy-editing staff in new technologies and processes.
- » Devised and implemented automated software process to translate all published text files from PC-based editing system into HTML code for same-day posting on web site.
- » Personally handled or oversaw daily posting of all local content to Web site using HTML coding and FTP software.
- » Managed 18-person Copy/Design/Web Department.
- » Communicated frequently with Reporting, Marketing, Advertising, Production, and Circulation departments on daily issues and long-term projects.

(Other positions held at Fort Wayne Newspapers: Asst. Business Editor, Front Page Designer 1990-96)

Other Activities

Concordia University Ann Arbor

FACULTY ADVISOR FOR STUDENT NEWS PUBLICATION JANUARY-DECEMBER 2009

- » Recruited student staff, assigned and edited articles and photographs, posted to online publication site.
- » Initialized payment procedures and monitored publication budget.