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# Elizabeth Ann Danzico

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## Professional Experience

### Director, Experience Strategy: AIGA

March 2005–Present

Responsible for a person's experience with AIGA, both online and offline, through creating and managing new content and tools. Leading redesign of national website, overseeing design and development teams working remotely across the country.

Lead AIGA Design Press, working with authors and designers to publish six books in 2006 dedicated to exploring the space where design, business and culture overlap. Overseeing the editorial process for four online journals and six forums, working with team of editors and authors to ensure content is within AIGA guidelines and published on schedule.

Work directly with representatives from body of 18,000 members to ensure that AIGA products are usable and useful through interviews, surveys, and usability studies.

### Senior Manager, Product Development: Rodale

September 2004–March 2005

Crafted the user experience vision for the most significant project in the interactive group's history, transforming the online properties into profitable online businesses. Managed the user experience strategy and design activities for a multi-million dollar project—from developing the process and hiring the team to overseeing deliverables and communicating to senior executives.

### Manager, Information Architecture: Barnes & Noble.com

February 2002–September 2004

Built and oversaw information architecture department, setting company standards for both process and practice. Overhauled the once-uninspiring search and purchase process, gathering feedback from usability testing, customer service, and product-line experts; increasing sales by over 30%.

### Senior Interface Designer: Columbia House

August 2001–February 2002

Concepted and oversaw development of new purchase process to decrease cart abandonment rate and increase upsell opportunities. Developed new standards and features based on customer needs observed in usability testing of target audiences.

### Manager, Information Architecture: Razorfish

March 1999–July 2001

Oversaw the 30-person department through monitoring projects, ensuring product quality, and identifying best practices. Oversaw the information architecture, design, writing, and development of complex projects for clients such as Charles Schwab, MetLife, and Guardian Life Insurance. Developed test scripts and organized usability testing to uncover how people interact with proposed interfaces.

## Profile

Strong skills in oral, written, and visual communications.

Ability to recognize patterns and connections to create organized, uncomplicated systems.

Solid user research approaches to gather relevant and appropriate feedback.

Solid design strategies on both existing design problems and new product ideas.

Balanced approach to prioritizing client, user, and system requirements.

Excellent editing and proofreading skills.

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## Related Experience

### Editor-in-Chief

Boxes and Arrows

February 2002–Present

### Senior Development Editor

Rosenfeld Media

September 2006–Present

### Freelance Content Strategist

Multiple Clients

February 2002–Present

### Technical Writer

Document Design International

Spring 1998

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## Education

Carnegie Mellon University

M.A., Professional Writing

Concentration: Communication Design

Penn State University

B.A., English

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## Teaching Experience

### Adjunct Instructor, Design History

The New School University

New York City

January 2005–Present

### Adjunct Instructor, Interface Design

Fashion Institute of Technology

New York City

August 2000–June 2003

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