

Curriculum Vitae / Resumé

Name: Stephanie Troeth

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KEYWORDS

Web technologies, product brand & strategy, user experience, interaction design, product management, multilingual, digital creative.

OVERVIEW

Born in Kuching, East Malaysia. Moved to Melbourne, Australia and completed high school matriculation (VCE) with a score that placed her in the top 3% of the state of Victoria. Graduated with First-Class Honours in Bachelor of Computer Science from Monash University. Worked and lived in Canada for 8 years, currently living in London, UK.

User experience strategist and designer, also known for promoting best web practices and web standards with grassroot organisations. Passionate, dedicated and skilled, with a deep interest in all things cultural, scientific and historical.

SKILLS

Product design & user experience

Product strategy

Strong ability to conceive innovative product solutions aligned with brand/mission and business goals; skilled in defining product angles that resonate with end-user needs and crafting a project process that supports product development.

Concept

Extensive and pragmatic knowledge in user research techniques, information architecture, interaction design, content strategy & usability; able to adapt best web practices for new media and the social web by pushing boundaries while aiming for elegance.

Evaluation

Experienced in micro-usability testing and light-weight prototypes.

Leadership & Management

Product / Project management

Adept at defining realistic project scopes, budgeting and scheduling; strong capacity to coordinate between team members of different expertise; experienced in both traditional and agile methods.

Team management

Strong capacity to create passion in team members towards a collective goal; experienced in bridging across multidisciplinary teams. Led a team of up to 30 professionals directly reporting in a corporate environment, and over 50 volunteers in a non-profit context.

Public speaking & teaching

Confident and experienced speaker whether on stage, in the classroom or professional training workshops.

Technology

Web

Extensive knowledge of best web practices in HTML5, XHTML, CSS, XML/XSL and cross-browser compatibility issues. Excellent knowledge in accessibility, Unicode, internationalization, SEO/SEM. Working knowledge of DOM/Javascript and frameworks. Solid experience in creating web graphics.

Programming/Frameworks

Previous experience in creating views in MVC frameworks: Ruby on Rails, CakePHP and Django. In-depth web programming experience in Perl, knowledgeable in PHP.

PROFESSIONAL EXPERIENCE

January 2011 —

Editor in Chief, Web Standards Sherpa

Accountable for: curating and editing of articles on best web practices, managing and liaising with authors.

November 2009 —

User experience strategist/designer (consultant)

MailChimp

Accountable for: user research on European localisation/internationalisation issues, liaison with local user group(s).

ASICS Europe

Accountable for: bespoke training and workshops for the Digital Communications team on pragmatic design thinking and project management techniques.

Bi-Rite Market

Accountable for: user experience strategy, interaction design, liaison with design and development team, quality assurance.

Canadian Research Data Centre Network (CRDCN)

Accountable for: information architecture, content strategy, liaison with development team, quality assurance.

November 2008 — November 2009

Co-founder, Product Manager/Production Lead

Book Oven, Montréal, Canada.

Accountable for: product strategy, detailed product concept/vision, content strategy, product & project management, team leadership, quality assurance.

April 2008 — October 2008

Consultant, user experience / technology

Praized Media, Montréal, Canada.

Accountable for: detailed product concept, interaction design, content strategy.

Wuntoo, Montréal, Canada.

Accountable for: project management, team leadership, interface development.

April 2005 — April 2008

Director, Interactive Technology & Solutions

CloudRaker, Montréal, Canada.

Accountable for: leadership of studio (project managers, graphic/web designers, user experience specialists, interface developer, application developers), establishing team methodology and process, liaison with account managers/clients on project definition and project costing/scheduling, production firefighting.

Some notable clients include: Heineken International, Bell Canada, Air Canada Vacations, eBay Canada.

For professional experience prior to 2005, see <http://stephanietroeth.com/cv#prior-experience>.

PROFESSIONAL ACTIVITY

Extensively involved in advocating best web practices through grassroots organisations such as the Web Standards Project, maccaws.org, W3C Quality Assurance Interest Group. Read more about these activities at <http://stephanietroeth.com/webstandards>. Founded Montreal-based user experience design group UXMTL.

A semi-regular speaker at web conferences and unconference events. See <http://stephanietroeth.com/events>.

Tech reviewed the following books:

- Croll, Alistair and Sean Powers. *Complete Web Monitoring*. Sebastopol, O'Reilly. (Chapter 10 on Web Interaction Analytics & Chapter 11 on Voice of the Customer)
- Sobell, Mark. *A Practical Guide to Ubuntu Linux* (2nd edition). New Jersey: Prentice Hall PTR. (Chapter 28 on Perl)
- Quigley, Ellie. *Perl by Example* (4th edition). New Jersey: Prentice Hall PTR.

EDUCATION

1995 – 1998

Bachelor of Computer Science - 1st Class Honours

Monash University, Melbourne, Victoria, Australia.

Majors: Computer Science, Information Systems. Minor: Music (Musicology and Composition).

Honours thesis: A Web-based implementation of Chinese-English Dictionary (Unicode)

1991 – 1994

Victorian Certificate of Education (Year 12)

Caulfield Grammar School, Wheelers Hill, Victoria, Australia.

Prior to 1991, I lived and undertook primary school education and one year of secondary school studies in Malaysia.