

# Meg Peters

User Experience Professional | Alexandria, VA | megtpeters@gmail.com | 202-246-3268

## Summary

User experience professional and Certified Usability Analyst (CUA) with 15+ years creating online experiences on teams building large, high-profile websites for government, non-profit, and private organizations.

Adept at creating visuals and documentation that communicate user and business needs and requirements effectively to various audiences.

### *Information architecture and content deliverables:*

Wireframes, screen mock-ups, sketches, prototypes, site maps, task flows, use cases, functional specifications, content inventories, content migration documents, and standards for IA and content.

### *User research activities and deliverables:*

- Activities: usability testing, card sorting, interviews, surveys, discussion and focus groups, expert reviews, and web analytics.
- Deliverables: usability testing plans, screeners, test scripts, personas, user scenarios, user flows, concept models, and findings reports (including a highlights video).

## Experience

**2014-Present**

### **Library of Congress**

Senior Information Architect – User Experience Lead

- Created user-centered information architectures and responsive designs for the web application Congress.gov, including complex search functionality and data displays.
- Worked with subject-matter experts, project managers, and the Congress.gov development team to define requirements for each “agile” release and produced all information architecture documentation.
- Coordinated the workflow for Congress.gov information architecture, user research, and visual design and collaborated with the visual designer and front-end/CSS designer on site standards, accessibility (Section 508), and mobile/responsive designs.
- Used Omniture for web analytics, assisted with user research for Congress.gov, and co-conducted research on researchers who use LOC.gov.
- Inventoried and analyzed content for the Federal Research Division site within LOC.gov and created a new site architecture and content design.

**2010-2014**

### **CACI International, Inc.** (Library of Congress Contract)

**2006-2007**

Senior Information Architect

- Designed information architectures for Congress.gov, Copyright.gov, and Library websites and intranets. Library sites within LOC.gov included Teachers, Visitors, Law Library, and Digital Preservation. (See current experience for work on Congress.gov.)
- Created the information architecture and managed content for the Library’s first cultural theme month sites (African American History Month, Women’s History Month, and five more). Coordinated content with Library public affairs, NARA, Smithsonian, National Gallery of Art, National Park Service, NEH, and U.S. Holocaust Memorial Museum.
- Inventoried all public and internal Library of Congress websites and social media content and designed a searchable database for the inventory.
- Conducted user research with Education Outreach staff, teachers, and school administrators: interviews, surveys, web analytics (Omniture), personas, and discussion groups. Redesigned the professional development tool based on findings.
- Worked with the user experience team on updates to the LOC.gov style guide.

# Meg Peters (continued)

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**2008-2009**

## **American Institute of Architects (AIA)**

Director of User Experience (Initially Contractor)

- Redesigned information architectures for AIA.org, state and local chapter websites, AIArchitect newsletter, and the buying and renewal process for AIA Contract Documents.
- Art directed and managed two senior visual designers and a front-end designer/developer.
- Created the AIA's first user experience roadmap to educate leadership about resources needed for short- and long-term web initiatives.
- Planned and supervised all user research activities. Obtained buy-in and funding from the rest of the web management team and trained staff to assist with usability testing. Monitored call center feedback and used Omniture and ForeSee (ACSI) for web analytics and online feedback.
- For the AIA.org redesign, conducted interviews with AIA members and created personas. Supervised formal usability testing of the prototype by an outside firm and assisted with all activities.
- For the redesign of chapter websites, surveyed AIA chapters and facilitated discussion groups on chapter business goals and member needs.

**2005-2006**

## **Marriott International**

Senior Content Strategist (2006), Senior Information Architect (2005)

- Served as information architect, content strategist, copywriter, user researcher, and quality assurance specialist, as needed.
- Redesigned the "Deals" landing page and search results; the Marriott Rewards "join" form and process; site-wide "remember me" personalization for Marriott Rewards; and the golf, spa, and wedding sections of hotel websites.
- Wrote a competitive analysis of "remember me" personalization and guidelines published on BoxesandArrows.com, did a detailed comparison of competitors' search functionality, and researched online trends in hospitality and travel.
- Assisted with formal usability testing of updates to the Marriott.com "find a hotel" faceted search.

**2004-2005**

## **Aquilent (HHS Contract)**

Information Architect and User Researcher

- Redesigned the top levels of the Department of Health and Human Services intranet.
- Guided the content audit (17,800 files), providing the framework and tools and advising the project manager as he performed the audit.
- Did an audience analysis with HHS business owners, interviewed 24 intranet users, created personas, and co-wrote a gap analysis.
- Co-conducted formal usability testing in the Usability.gov lab: card sorting and task-based testing of the existing intranet versus the new design. Overall task success rates improved 36%. Annual savings from productivity gains were estimated at \$636,584.

# Meg Peters (continued)

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**2002-2004**

## **National Association of Realtors (NAR)**

Content Architect (2003-2004), Content Editor (2002-2003)

NAR, a former client, hired me after my previous employer, Iconixx, closed in DC.

- Directed and performed information architecture work and usability testing for the full redesign of Realtor.org. Met all first-year goals:
  - 1) Unique visitors increased 50% and repeat visitors doubled.
  - 2) Online product sales rose 30-50%.
  - 3) Conference registration went up 25%.
  - 4) Website registration increased 50%.
- Co-wrote a plan for the redesign that convinced executives to expand the web team.
- Acted as temporary project manager for the redesign team, which consisted of an information architect, a visual designer, three content editors, and two developers.
- Redesigned Realtor.org subsites, including "Real Estate Outlook" newsletter, the Graduate Realtor Institute, and the Diversity and Housing Opportunity programs.
- As Content Editor, wrote and edited Realtor.org content, including breaking news on legislation and NAR's monthly housing indicators. Also led the development of a content inventory database and inventoried Realtor.org content.

**2001-2002**

## **Iconixx**

Information Architect

Consulted for NAR and its affiliate, the Council of Residential Specialists (CRS).

- Re-architected the top levels of Realtor.org, incorporating 56 websites for various groups and programs within NAR. Produced a content audit, interviewed users and subject-matter experts, user tested concepts, and coordinated visual design. Received Iconixx's Employee of the Quarter Award for this work.
- Designed a user-centric information architecture for CRS.com that won the Web Marketing Association's "Standard of Excellence Award" and increased site traffic substantially. Conducted user research and oversaw content migration and editing.

**1989-2001**

## **Early Work**

Wrote and designed for web and print:

- **Web Designer** | Maden Tech Consulting, Inc. (1999-2000)
- **Copywriter** (1994-1998) | **Graphic Designer** (1991-1994) | The Washington Post
- **Graphic Designer** (1989-1991) | Promisloff Casem, Inc.

As a print designer at The Washington Post, I was awarded the Maryland-Delaware-DC Press Association Award for First Place, Local Retail Campaign for WMAL Radio.

## **Education**

**1985-1989**

### **Bachelor of Fine Arts in Graphic Design**

Rhode Island School of Design

Took courses towards RISD degree at Brown University and Old Dominion University.

**2006-2009**

### **Graduate Certificate in Historic Preservation**

Goucher College

Studied at National Trust for Historic Preservation and College of Charleston.