



Overview I have over 25 years of successful work in software development, first as a software engineer and as a user experience (UX) designer. I have studied, written, taught and spoken on e-commerce, Web design, usability testing, typography and color theory. During a break from consulting, I managed a successful and happy design group at HomePortfolio.com.

Experience **Interaction Design, Inc., UX consulting, 1995 to present**

www.user.com

Designer, Principal

I began consulting on desktop applications, then worked on [some of the first web applications](#) and now work on the latest web and mobile apps. I have introduced many companies to user-centered design; I helped them and other clients build usable and attractive applications. Clients have pointed out my contribution to customer satisfaction and reduced operating costs.

UX design is more than putting things on a screen. The first step is to understand the client's business requirements and learn about users through customer research. The process continues with prototyping, reviews and usability studies. Consulting engagements involve many aspects of UX design: developing information architectures, creating new UIs based on the IA, customer research, usability studies, design workshops, UX strategy and mentoring junior designers.

My interactive Design Workshop helps teams think harder about product and design requirements. It's based on brainstorming, with an extra step: sketching the ideas generated in small-group work, and it's very effective.

HomePortfolio, 1999 to 2001

Vice President, Product Design Group

HomePortfolio.com was billed as "the leading Internet destination for the best in home design." The site showed products and information to consumers before sending them to retailers. I joined HomePortfolio.com after five months of strategic consulting. My focus was on usability as well as visual design, and we designed a site that looked good *and* worked well.

Accomplishments include building and managing a successful and happy design group; creating an improved user experience; introducing usability studies and customer research; developing UI designs to improve ROI on the site; and developing custom design projects for outside partners. I worked with groups across the company and was on the CEO's staff, providing a usability perspective on all business decisions.

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Lotus Development Corporation, 1993 to 1995

Principal Product Designer, Working Together Design

The Working Together project helped internal groups make all of Lotus' products more consistent. I designed cross-product applications, ensured consistency across the product line and developed common features for the products to share. This involved establishing relationships and negotiating with all the product groups.

Sun Microsystems, 1992 to 1993

User interface designer, Human Interface Engineering Group

I worked on a team developing an object-oriented multimedia document system. My conceptual model defined concepts and tasks for collaborative editing, multiple presentations of data and embedding.

Maynard Design, 1990 to 1992

Principal

Independent consultant doing usability testing and product design for Windows and Macintosh applications.

Digital Equipment Corporation, 1981 to 1990

Principal Software Engineer

Human Factors Department, Corporate Design Group

UI design and usability testing for the DECwindows platform, an implementation of the X windows standard. I was the co-chair of the corporate-wide Human Factors Steering Group.

Advanced Development, Artificial Intelligence Technology Group

Designed and implemented research projects and products.

Schlumberger-Doll research, 1977 to 1980

Programmer

Education

MS in Computer Science, May 1981: SUNY Buffalo, concentration in artificial intelligence.

BS in Chemistry, December 1977: SUNY Albany, second field in math and physics

Publications

Assessment of end-user response to sports highlights extraction for personal video recorders. Shubin, H.; Divakaran, A.; Wittenburg, K.; Peker, K.A.; Radhakrishnan, R. *Proc. SPIE 6506*, Multimedia Content Access: Algorithms and Systems.

The prospects for unrestricted speech input for TV content search. Wittenburg, K., Lanning, T., Schwenke, D., Shubin, H., Vetro, A. Proceedings of the working conference on Advanced visual interfaces, 2006.

User models as a basis for Web design. Shubin, H., 1999. Position paper for CHI '99 workshop on Web design.

Web Navigation: Resolving Conflicts between the Desktop and the Web. Fellenz, C., J. Parkkinen and H. Shubin, 1998. CHI '98 conference, Los Angeles, CA.

Navigation in Web Applications. Shubin, H. and M. Meehan, 1997. *Interactions* magazine, IV.6.

Exploring Color in Interface Design. Shubin, H., D. Falck and A. Johansen, 1996. *Interactions* magazine, III.4. (ACM login required online.)

Designing with PostIts and Colorforms. Shubin, H, 1993. Workshop on Nomadic Practice in User-Centered Design. INTERCHI '93, Amsterdam, 1993.

Patents

System and method for storing electronic contact information into an electronic address book. Spencer, Eric and Shubin, H. US Patent #6,349,299, February 19, 2002.

Talks

Panel: "Usability Testing: Epiphanies, Controversies, and Questions." Moderator and speaker, October 2000, Greater Boston SIGCHI.

Presentation: "Why Do Good People Create Bad Web Sites?" Speaker, September 2000, Greater Boston SIGCHI.

Tutorial: "Remote Usability Testing." Speaker, October 1998. Web98 Conference, Boston, MA.

Tutorial: "[Dynamics Of Color](#)." Organizer And Co-Teacher With Ati Gropius Johansen, April, 1996. CHI '96 Conference, Vancouver, BC.

Workshop: "Web Navigation: Resolving Conflicts Between The Desktop And The Web." Organizer, April, 1998. CHI '98 Conference, Los Angeles, CA.

Panel: "Navigation On The Web." Speaker, September 1998. Macworld Expo, Boston, MA.

Activities

Professional societies

Member of review committees for CHI and UXPA conferences, 1994 to present (on and off).
Member of local and national Usability Experience Professionals Association (UXPA), BostonCHI, and ACM.

Belmont Farmers' Market & Belmont Food Collaborative, Inc.

Member of both boards, and responsible for web and social media.
2006 to present.

Town of Belmont

Board of Library Trustees, Chairperson, Secretary and member, 2001–2011; Town Meeting Member, 2003 to 2009.

Town of Maynard

Board of Library Trustees, Chairperson and Secretary, 1992 to 1994. Ad hoc Committee on Recycling. Town Charter revision committee.

The Community Supper, 1986 to 1992

Chairperson and publicity director of a non-profit providing food and clothing in Acton , MA