

Hal Shubin
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Overview

Software design is more than putting buttons and images on a screen. The first step is to determine the right mix of features and how to present them. We do this by analyzing users and their tasks along with your business requirements. That's my focus: User Interface design. I work with a graphic designer so the appearance supports the interactions. Examples of my work are at www.user.com/portfolio.htm

I have over 25 years experience in software development, first as a software engineer and as a UI designer since 1988. I have studied, written, spoken and taught on eCommerce, Web design, usability testing, typography and color theory. I have demonstrated success in all aspects of software design. Most recently, I built and managed a successful and happy design group.

Experience

Interaction Design, Inc., 1995 to present

www.user.com

Designer, Principal

My consulting company developed an early focus on the Web, emphasizing the difference between transactional and informational sites. I help clients understand their own needs and their users' needs and turn that information into product requirements and design.

Clients include ACM, Dictaphone, NorthernLight.com, PricewaterhouseCoopers, DirectHit.com, Oracle, Viant, GTE Labs, Spyglass, Lotus and Digital Equipment Corporation. Engagements involve usability testing, complete design specifications, and overseeing other design firms' work. I have worked on desktop software, software embedded in non-PC devices, Web sites and Web applications.

HomePortfolio, 2000 to 2001

Vice President, Product Design Group

HomePortfolio.com is "the leading Internet destination for the best in home design." The site shows products and information to consumers before sending them to retailers with their research. HomePortfolio does not sell online, which increased the design challenge.

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 looks good *and* works well. I was on the CEO's staff, providing a usability perspective on business decisions.

Accomplishments include:

- > *Management.* I formed a design group with internal people and new hires. The most rewarding part of my job was helping my staff develop skills through training and mentoring. The designers were delighted to add usability to their visual design skills.
- > *UI design.* The site initially had three separate parts with different navigation. There now is a more intuitive and consistent design with navigation serving the needs of consumers and business partners. I worked with other managers to incorporate design into the development process. I also did initial design and specifications for crucial new features in product search and display.
- > *Usability and consumer research.* I introduced regular usability testing and changed the way it does business by including design in the development process. Our design capabilities became a

selling point in creating custom Web sites for our business partners. I planned and ran focus groups to get feedback from site users and retailers about proposed changes.

- > *Site design and ROI.* I directed a site redesign (July 2000) with updates before and after. We overhauled the home page (January 2001) to meet the needs of a growing company and incorporate marketing, advertising, sales, and content needs. I manipulated the site to improve traffic in the most important areas (30% and 120% in some cases).
- > *Custom design projects.* Working with marketing and engineering, I supervised a syndication of the site's content to homedesign.excite.com. This required a complete redesign to meet strict requirements for Excite channels. My group also produced custom Web sites for important businesses in the industry. I hired and supervised outside design firms as needed.

Lotus Development Corporation, 1993 to 1995

Principal Product Designer, Working Together Design

The Working Together project enabled customers and our software to share information easily. I designed cross-product applications, ensured consistency across the product line and developed common features for all of 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.

- 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** [Transaction-based Design: increasing revenue by using site traffic as a design tool](#), Shubin, H. and Bator, E., 2001.
- [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.
- Presentations** 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. (ACM Login Required Online.)
- Panel: "Navigation On The Web." Speaker, September 1998. Macworld Expo, Boston, MA.
- Activities** Member of the review committee for the annual CHI conference, 1994 to present. Member of Usability Professionals Association and Greater Boston SIGCHI.
- Town of Belmont
Board of Library Trustees (2001–present), Town Meeting Member (2003–present)
- Town of Maynard
Chairperson and secretary of the Board of Library Trustees (1992 to 1994)
- The Community Supper, 1986 to 1992
Chairperson and publicity director of a non-profit providing food and clothing in Acton , MA