

# Elsbeth Golden

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## Objective

I am a user experience professional with research chops and design sensibilities. Software should be effective, enjoyable, and easy to use. I bring experience, education, and talent to the business of making it so. Currently seeking a challenging position with an exceptional team, where I can contribute my skills and passion for engaging and empowering users.

## Experience

### UX/UI Designer (consultant)

Flying Wisdom Studios, San Francisco, CA

09/2010–10/2010

- Designed UX flows and UI wireframes for mobile gaming platform.

### Doctoral Candidate, Human-Computer Interaction

Carnegie Mellon University, Pittsburgh, PA

08/2003-06/2010

#### Highlights:

- Earned Ph.D. (2010) and M.S. (2008) in HCI.
- Two-year highly successful R&D collaboration with The ABB Group (Västerås, Sweden).
- Designed browser-based tool to help software engineers evaluate usability in design.  
10-to-1 ROI (person/hours) for product line software architects using the first prototype of my tool.
- Designed certification exam for professional development course at the Software Engineering Institute.
- Co-developed/co-taught conference courses on usability in software engineering.

### Web Designer/Developer (consultant)

City of Sausalito, Sausalito, CA

07/2002-11/2002

- Designed and developed web pages for municipal emergency response.

### QA Lead Analyst & Supervisor (consultant)

Wells Fargo Services, San Francisco, CA

07/2000-05/2001

- Supervised 25 QA testers in teams, up to six software products at a time.
- Negotiated defect resolution with remote and collocated software engineering teams.
- Wrote test plans for error-critical commercial banking software systems.

### VP of Customer Fulfillment

Friendware/Immunicode, San Francisco, CA

11/1996-06/2002

- Principal of startup creating automated development tools for interactive project management and software engineering.
- Trained and supported early adopters.
- Designed user interfaces for interactive systems.
- Wrote patent documentation, including system descriptions, architectural diagrams, and claims language.
- As team member, developed and tested large software system (>300K lines of code) and ported system to additional platforms, languages, and databases (> 1000K lines of code), through multiple redesigns of the system.

## Education

**Ph.D. in Human-Computer Interaction, Carnegie Mellon University 2010**

**Graduate Certificate in Interdisciplinary Education Research, Carnegie Mellon University 2010**

**M.S. in Human-Computer Interaction, Carnegie Mellon University 2008**

**B.A. in History, University of California at Santa Barbara**

## Skills

### User Experience Methods

Surveys, contextual inquiry, interviews, usability testing, user profiles, personas, scenarios, think-aloud/talk-aloud protocols, ethnographic studies, heuristic evaluation, wireframes/prototypes.

### Scientific Methods

Psychology, design, computer science, education  
Excellent knowledge of experiment design principles  
Statistics and data analysis, both quantitative and qualitative

### Tools

SPSS, ELAN, MS Visio, Microsoft Office, Content Management Systems, Adobe CS, HTML, XML

### Other

Excellent communication skills, written and verbal  
Demonstrated ability to achieve across multiple business contexts and cultures

## Professional Memberships

Association for Computing Machinery - 2003-present

BayCHI - 2009-present

American Education Researchers Association - 2004-2009

## Selected Publications

Golden, E. (2010) Early-Stage Software Design for Usability. Ph.D. dissertation in Human-Computer Interaction, Human-Computer Interaction Institute, School of Computer Science, Carnegie Mellon University.

Stoll, P., Bass, L., Golden, E., and B.E. John (2009). Supporting Usability in Product Line Architectures, Proceedings of 13th International Software Product Line Conference (SPLC 2009), Aug 24-28, 2009, San Francisco, CA.

Golden, E. (2009). Helping Software Architects Design For Usability, to appear in SIGCHI Symposium on Engineering Interactive Computing Systems (EICS 2009), Jul 14-17, 2009, Pittsburgh, PA.

John, B.E., Bass, L., Golden, E., and P. Stoll (2009). A Responsibility-Based Pattern Language for Usability-Supporting Architectural Patterns, to appear in ACM SIGCHI Symposium on Engineering Interactive Computing Systems (EICS 2009), Jul 14-17, 2009, Pittsburgh, PA.

Golden, E. (2009) Early-stage Software Design for Usability (2009). Proceedings of the 31st International

Conference on Software Engineering (ICSE 2009), Companion Volume, Vancouver, BC, May 16-24, 2009.

Stoll, P., Bass, L., Golden, E., and B.E. John (2009). Integrating Usability Supporting Architectural Patterns in a Product Line System's Architecture. Fifth SEI Architecture Technology User Network Conference (SATURN 2009), May 4-7, 2009, Pittsburgh, PA.

Stoll, P., John, B.E., Bass, L., and Golden, E. (2008). Preparing Usability Supporting Architectural Patterns for Industrial Use. Proceedings of the International Workshop on the Interplay between Usability Evaluation and Software Development (I-USED 2008), Pisa, Italy, Sep 24, 2008.

Golden, E. and L. Bass (2007). Creating Meaningful Assessments for Professional Development Education in Software Architecture. Proceedings of 20th Conference on Software Engineering Education and Training (CSEE&T 2007), Dublin, Ireland, Jul 3-5, 2007.

Golden, E., John, B.E., and L. Bass (2005). Quality vs. Quantity: Comparing Evaluation Methods in a Usability-Focused Software Architecture Modification Task. Proceedings of the 4th International Symposium on Empirical Software Engineering (ISESE 2005), Noosa Heads, Queensland, Australia, Nov 17-18, 2005.

Golden, E., John, B.E., and L. Bass (2005). The Value of a Usability-Supporting Architectural Pattern in Software Architecture Design: A Controlled Experiment. Proceedings of the 27th International Conference on Software Engineering (ICSE 2005), St. Louis, MO, May 14-21, 2005.

Fogarty, J., Ko, A.J., Aung, H.H., Golden, E., Tang, K.P., and Hudson, S.E. (2005). Examining Task Engagement in Sensor-Based Statistical Models of Human Interruptibility. Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2005), Portland, OR, April 2-7, 2005. [Best Paper Award ]