

# ROCHANA FELDE

## Content Specialist

### SUMMARY

Hi there! I'm an experienced IT professional who loves to organize information, streamline processes, and design usable, beautiful, information experiences.

### SKILLS

- CONTENT STRATEGY ●●●●●
- USER CENTERED DESIGN ●●●●●
- BUS. REQUIREMENTS ●●●●●
- UX RESEARCH ●●●●●
- INFO. ARCHITECTURE ●●●●●
- USER PROFILES/STORIES ●●●●●
- KM & PROCESS MGMT ●●●●●
- UX/COPYWRITING ●●●●●
- GRAPHIC DESIGN ●●●●●
- WEB DESIGN ●●●●●
- SOCIAL MEDIA ●●●●●

### TRAINING

- ◇ Salesforce Administrator
- ◇ Complete Copywriting Course
- ◇ Copyblogger Content Marketing Strategy
- ◇ Content Strategy Workshop
- ◇ OPEX Blue Belt
- ◇ Content, Document & Knowledge Management World Conference)
- ◇ Sharepoint Information Architecture Workshop
- ◇ Taxonomy Boot Camp
- ◇ Certified UX Designer
- ◇ Certified Programmer

### EXPERIENCE

#### DIGITAL CONTENT SPECIALIST

1 YEAR

Freelance graphic design, Wordpress, IT, and content services:

- ✓ User, Product, and Competitor Research
- ✓ Website Design
- ✓ Content, Knowledge, and Product Strategy
- ✓ Graphics and Logos
- ✓ Use Case, Process, and Data Modeling
- ✓ Social Content
- ✓ Prototypes, Mockups, and Wireframes
- ✓ Copywriting
- ✓ Technical, Procedural, Instructional Writing
- ✓ SEO



**FREELANCE**  
Sonoma County, CA

#### KNOWLEDGE MANAGEMENT SPECIALIST

3 YEARS

Spearheaded a user centered re-design project for a digital content repository containing over 9,000 critical documents on business processes, procedures, system references and user guides used in the processing of Commercial Insurance policies.

- ✓ Facilitated taxonomy workshops to streamline information categories and develop formal metadata and keywords.
- ✓ Collected/analyzed usage metrics and performed user research including contextual inquiry and surveys.
- ✓ Successfully evangelized Knowledge Management (KM) Strategy by developing enterprise vision, framework, and tactics – gaining leadership buy-in and proving success with ongoing metrics. Delivered enterprise training.
- ✓ Developed Lotus Notes database enhancements and scripts to automate migration of 9,000+ existing documents.
- ✓ Achieved 22+ point improvement in user satisfaction - measuring time spent searching, ease of finding, and confidence in accuracy.



**ALLIANZ GLOBAL (AGCS)**  
Novato, CA USA

#### CONTENT STRATEGIST | UX DESIGNER

3 YEARS

Content manager, publisher and strategist for enterprise customer care and support content on company website, business partner website and intranet.



UX Designer for a customer case management application used by call centers to capture inquiry information, triage, and escalate issues.

- ✓ Implemented user-centered design approach throughout lifecycle including contextual inquiry, usability testing, use cases and post-launch surveys.
- ✓ Developed formal taxonomies to streamline data capture, improving reporting and call center analysis.
- ✓ Awarded 2010 Innovator of the Year award by global parent company.



**FIREMAN'S FUND**  
Novato, CA USA

## EXPERIENCE, continued

<p><b>INFORMATION ARCHITECT   PRODUCT MANAGER</b> <span style="float: right;">2 YEARS</span></p> <p>Designed and managed the administration module of MarketLive's flagship e-commerce retail technology product, the MarketLive eCommerce Suite, a platform that powers many leading eCommerce sites including Warner Brothers, Cost Plus World Market, Helzberg Diamonds, and Armani.</p> <ul style="list-style-type: none"> <li>✔ Developed the user experience team strategy, application usability strategy, application style guide and usability heuristic standard.</li> <li>✔ Compiled and managed comprehensive inventory of multi-faceted content and assets and documented a complex pre-existing web application information architecture in Axure.</li> <li>✔ Performed heuristic evaluations and metric analysis, resulting in usability improvements.</li> <li>✔ Introduced user experience research methods and contextual interviews to the client engagement process, improving client satisfaction.</li> <li>✔ Iteratively developed site/page layouts (wireframes); facilitated stakeholder review sessions; clearly documented new user interface specifications for enterprise class e-commerce platform.</li> <li>✔ Managed release strategy roadmap for documentation, training, marketing and messaging.</li> </ul>	 <p><b>MARKETLIVE</b> Petaluma, CA USA</p>
<p><b>BUSINESS SYSTEMS ANALYST</b> <span style="float: right;">2 YEARS</span></p> <p>Implemented an employee portal on the IBM Websphere Portal Server platform. Lead analyst, responsible for creation and oversight of all use cases and business requirements.</p> <ul style="list-style-type: none"> <li>✔ Developed project vision and strategy; successfully socialized with stakeholders.</li> <li>✔ Performed content audit of existing information assets (content, articles, links, images, documents), and developed categorization scheme.</li> <li>✔ Compiled metrics and analyzed quantitative usage statistics by user type and application entry path.</li> <li>✔ Defined content personalization models by discovering functional group patterns across the company.</li> <li>✔ Led a team of analysts in iterative use case development and business requirements management.</li> <li>✔ Designed business process flows, navigation flows, interaction processes and page layouts including interactions.</li> </ul>	 <p><b>FIREMAN'S FUND</b> Novato, CA USA</p>

## TOOLS

DIAGRAM & WIREFRAME	GRAPHIC & PRESENTATION	ENTERPRISE & COLLABORATION	DATABASE/DATA	LANGUAGES
<ul style="list-style-type: none"> <li>✦ Visio</li> <li>✦ Omnigraffle</li> <li>✦ Axure RP Pro</li> <li>✦ iThoughtsX</li> <li>✦ Draw.io</li> </ul>	<ul style="list-style-type: none"> <li>✦ Adobe Illustrator</li> <li>✦ Adobe Photoshop</li> <li>✦ Powerpoint</li> <li>✦ Keynote</li> <li>✦ Venngage</li> </ul>	<ul style="list-style-type: none"> <li>✦ Salesforce</li> <li>✦ Sharepoint</li> <li>✦ Websphere Portal</li> <li>✦ Lotus Notes/Domino</li> <li>✦ Confluence</li> <li>✦ Jira</li> <li>✦ Trello</li> </ul>	<ul style="list-style-type: none"> <li>✦ SQL Server</li> <li>✦ Lotus Notes/Domino</li> <li>✦ FileMaker Pro</li> <li>✦ Excel</li> </ul> <p style="text-align: center;"><b>SEO TOOLS</b></p> <ul style="list-style-type: none"> <li>✦ Google Analytics</li> <li>✦ WebTrends</li> <li>✦ Google Trends</li> <li>✦ Google Search Console</li> <li>✦ Google Tag Manager</li> <li>✦ Google Data Studio</li> </ul>	<ul style="list-style-type: none"> <li>✦ HTML</li> <li>✦ CSS</li> <li>✦ Javascript</li> <li>✦ LotusScript</li> <li>✦ SQL</li> </ul>

## REFERENCES

Upon Request

## PORTFOLIO

[www.wiseflowermedia.com/resume](http://www.wiseflowermedia.com/resume)