

# Donna Habersaat

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## Education

University of Texas at Austin

Master of Science in Information Science

Specialization: Information Architecture, User Center Design, Data Visualization

Austin, Texas

December 2014

State University of New York at New Paltz

Bachelor of Fine Arts, Magna Cum Laude

Specialization: Graphic Design

New Paltz, New York

May 1997

## Selected Experience

Texas Department of Transportation (TxDOT)

Communications Division, Information Architect

Austin, Texas

July 2013–Present

- **Information Architecture:** Created the agency's governance and policies for developing and managing taxonomy and search engine optimization.

Conducted a content inventory, administered a card sort, developed a site map, and interpreted website analytics with Site Catalyst and Google Analytics to restructure the navigation of two areas within websites with improvement to the user experience. Evaluated the revised navigation with personas and user journeys. Websites: Architectural, Engineering and Surveying Consultants ([www.txdot.gov/business/consultants.html](http://www.txdot.gov/business/consultants.html)) and Safety intranet sitelet for TxDOT.

- **User Center Design:** Created TxDOT's governance and policies for user experience testing philosophy and practices. Developed and conducted usability studies using video camera, Morae or Silverback (software) on existing websites to understand users' experience while performing specific tasks and completing user goals. Studies: 12 participants for two studies on Architectural, Engineering and Surveying Consultants area of TxDOT.gov proposed recommendations implemented March 2015, 8 participants for the Media Center of TxDOT.gov proposed recommendations implemented March 2014, 16 participants for two studies on DriveTexas.org desktop and mobile versions proposed recommendations implemented June 2014.
- **Digital Analytics:** Created the agency's governance and policies for managing digital analytics. Collect and report monthly analytics for the agency's multiple websites. Provide dashboard reports and explanations for performance improvements to divisions and administration.
- **User Interface Design and Web Page Development:** Visual designed, coded HTML and CSS for Commission for High-Speed Rail ([www.DFWHighspeedrail.com](http://www.DFWHighspeedrail.com)), TxDOT's Safety intranet and Communication Division intranet.
- **Data Visualization:** Analyzed the data of 36 years of TxDOT allocations to its 25 districts through ten different funding sources. Programmed interactive data visualization using Ruby on Rails and JavaScript (Highcharts) of multiple charts including population, total allocation and allocation by fund source.  
Translated and formulated charts, graphs, diagrams and other information visualizations for TxDOT Administration's testimony before Texas Legislature and government research papers.

Texas Department of Transportation (TxDOT)

Government Public Affairs, Art Director

Austin, Texas

September 2008–July 2013

- Translated and formulated charts, graphs, diagrams and other information visualizations for TxDOT Administration's testimony before Texas Legislature and government research papers.
- Worked with teams of 4–15 members on information presentation projects to determine concepts and strategies, such as the TxDOT Educational Series which was provided to Texas Legislature.
- Developed and maintained data resource management and backup of final products and its resources, as well as video, photos, illustrations resources of 3 terra of data.
- User-centered design focused from concept to completion of educational materials, including print, radio or television productions, collateral, websites, and internal and external corporate publications for an average of 180 projects per year. Created needed files within InDesign with master pages and style guides, Illustrator with symbol libraries and Photoshop with non-destructive editing techniques.

**Texas Department of Transportation (TxDOT)  
Government Public Affairs, Graphic Designer III**

Austin, Texas  
October 2005–September 2008

- Designed all materials for international conference, Annual Texas Transportation Forum, including logos, signage, programs, website, promotional materials, and HTML email marketing.
- Using Information Architecture techniques to restructure and design division intranet site, coded all pages with HTML and CSS, maintained updates of content and archiving of outdated information.
- Managed vendor relationships; managed photographers, illustrators and artists on contractual assignments.
- Within a high-paced work environment planned, scheduled, assigned resources to projects meet due dates.
- Reviewed pre-press files for accuracy before production and attended in-person press checks.

**Altercation Press, LLC  
Cofounder, Art Director, Officer**

Kingston, New York  
August 1999– January 2011

- Designed Altercation, a globally-distributed music and pop culture magazine, published quarterly for over a decade.
- Orchestrated all aspects of production scheduling, design and layout in InDesign and prepare files for printing at commercial printer.
- Contact and follow up with advertising clients.
- Administered business and financial aspects, including bookkeeping.
- Photographed bands in concert and press photography, create and design advertisements.

**Zumtobel Staff Lighting  
2004/2005 Product Catalog, Contractual Designer**

Highland, New York  
March 2004–March 2005

- Organized and maintain all graphic and publishing files used in 680 page hardcover catalog.
- Maintained, organized and selected photographic images (data files and physical chromes).
- Coordinated with Zumtobel Staff Lighting USA personnel staff for current content, with Zumtobel Staff Lighting European staff regarding overall design approvals and mechanicals, with printer in Austria for print date and file submission.

**The Toy Department  
Cofounder**

Kingston, New York  
April 2002–September 2004

- Conceptualized projects for cross-media user interaction including book, web and television.
- Provided art direction for all projects.
- Project management, including overseeing of freelancers and printer relations.
- Provided financial and operational management company wide.

**Total Sports Publishing  
Associate Publisher and Production Manager**

Kingston, New York  
November 1997–November 2001

A series of assignments beginning as production manager and working up through increasing levels of responsibility to ultimate position of Associate Publisher. Responsibilities included:

- Designed book covers and interiors, promotional kits, invitations, advertisements, sales presentations, and design and maintain book promotional websites.
- Coordinated all book scheduling in relation to authors, copy editors, book packagers, sports leagues, *Sports Illustrated* magazine, printing, press checks, and coordinated and maintained photographs.
- Development of a digital asset management system for internal content organization and development of content into tagged XML documents.

## Teaching

**State University of New York at New Paltz, Adjunct Professor  
Spring 2001—Visible Systems**

- Provided an understanding of information graphics, enrich knowledge of relevant vocabulary and history, deepen appreciation for design as a cultural force.

**Fall 2001, Fall 2000 and Spring 1998—Computer Aided Graphic Design**

- Increased student confidence through self-taught mastery of new software, including an introduction to the design process and visual communication, applications and refinement of technical skills.

## School Projects

*Information in Social and Cultural Context* worked with Sustainable Food Center of Austin to analyze how the organization uses information and make recommendations for improvements.

*Perspectives on Information* wrote literature review on the use and best practices for businesses to use knowledge management initiatives.

*Introduction to Programming (Java)* created application which generated a full days suggested activity including places to eat and nightlife to enjoy.

*Understanding and Serving Users* developed website concept for Texas fifth grade science class for understanding energy options and consumption. Used information architecture concepts, personnas and usability prototype testing methodologies.

*Information Architecture & Design* created CMS Drupal website for fostering a community of diabetes patients with authoritative advice from Certified Diabetes Educators. Used Information Architecture skills of Structure, Organization, Vocabulary, Navigation, Personnas, Cardsort, Treejack, Full documentation report.

*Data Visualization* designed and programmed large data interactive visualizations using open source Processing (Java-based language), Highcharts (JavaScript) and Tableau Public.

## Skills

**Conceptual:** Information architecture concepts: structure, organization, content inventory, site mapping, vocabulary and labels, navigation, understanding content and search systems; User Centered Design concepts: personnas, card-sort, contextual and individual interviews, focus groups, heuristic evaluation, surveying, task analysis, usability testing, user journeys, parallel design, prototyping, and wireframing. Digital Analytics concepts: customizing measurement strategy, key performance indicators, clickstream, multiple outcome analysis, experimentation and testing, voice of the customer, and competitive intelligence.

**Software:** Mac and PC platforms; InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver, Bridge, Omigraffe, Word, Excel, Outlook and Sharepoint.

**Programing Languages:** HTML5, CSS3, Javascript, Ruby on Rails, Processing, R, StatPlus, Highcharts and Tableau Public