

WILL SANSBURY

5555 Weddington Drive
Cumming, GA 30040
(678) 736-3066

Email willsansbury@gmail.com
Portfolio <http://willsansbury.com>
Twitter <http://www.twitter.com/willsansbury>
LinkedIn <http://www.linkedin.com/in/willsansbury>

EDUCATION *and* TRAINING

Master of Science 2011
Information Design and Communication (in progress)
Southern Polytechnic State University

Bachelor of Arts 2002
English Literature/Communications
Augusta State University

Certified ScrumMaster 2008
Agile Alliance

Author-it Certified Consultant 2008
Author-it Software Corporation

VOLUNTEER ACTIVITIES

Society for Technical Communication
Content Strategy SIG Webmaster 2009 – present
Atlanta Chapter Webmaster 2009 – present

Usability Professionals Association
Editorial Board 2009 – present

Atlanta Content Strategy
Assistant Organizer 2009 – present

Member of Atlanta Content Strategy, CHI Atlanta, Information Architecture Institute, IxDA, IEEE Professional Communication Society, Society for Technical Communication and Usability Professionals Association

EXPERIENCE DESIGNER *and* CONTENT STRATEGIST

SILVERPOP SYSTEMS, INC.

Product Usability Specialist

Atlanta, GA
September 2009 – present

- Developed wireframes and interactive prototypes to communicate design of Web-based interfaces
- Interviewed internal stakeholders and end-users to define product requirements
- Collaborated with technical communication team to improve online help
 - Assessed the effectiveness of the help system's information architecture
 - Introduced structured authoring to enforce consistency

IPSWITCH, INC.

Information Architect

Senior Information Developer/ScrumMaster

Information Developer

Augusta, GA, and Alpharetta, GA
January 2009 – September 2009
February 2007 – January 2009
December 2003 – February 2007

- Integrated user-centered design into fifteen-year-old software company's Agile development process
- Conducted ethnographic research to define personas that guided all aspects of product development
- Conducted customer research using online surveys and social media
- Championed use of wireframes, prototypes and storyboards to allow early detection of issues
- Designed Windows, Web-based and mobile user interfaces for three product lines
- Successfully transitioned usability testing from external vendor to in-house effort
- Expanded user interface review process to include participatory design reviews
- Led collaborative effort to define and document user interface styles
- Produced end-user and marketing collateral including user guides, help systems, Web site copy and video tutorials
- Improved end-user and internal documentation quality by developing templates and style guide
- Led three cross-functional scrum teams in continuous process improvement

POWERSERVE INTERNATIONAL

Web Designer

Augusta, GA
July 2001 – December 2003

- Managed Web development projects from sales to customer acceptance
- Clarified and defined customer requirements, then created and executed a project plan
- Created information architecture and visual design and applied them to content management system
- Provided technical and customer support for more than eighty customers

MENTAL SOUP, LLC

Partner/Web Developer

Augusta, GA
August 1999 – July 2001

- Defined requirements, designed solutions, and managed team of five during implementation of projects
- Designed and managed proprietary software applications including a content management system, e-commerce engine, and online ordering system for restaurants