ELAINE BRECHIN MONTGOMERY :: www.elainebrechin.com

2007 – present
Google Inc, Mountain View, CA & London, UK
User Experience Design Manager for leading provider of web consumer services
Managed a group of designers & researchers, led strategy in Social & Publishing domains and currently lead the design
for products in the mobile domain.

2002 – 2007
WebEx Communications Inc, San Jose CA (Acquired by Cisco)
Director of User Experience Design for leading provider of web communication services
Provide UI direction, people & project management to a team of seven designers in the USA and twelve designers in
China. Worked closely with VPs, Directors, Product Managers, and Development Teams to turn strategic direction into
viable, usable, beautiful and sustainable design solutions.
- Created new UI architecture for the WebEx centerpiece product, Meeting Center. Customers now consistently rate
"ease of use" as the #1 reason for choosing WebEx (2006 surveys).
- Led overall design strategy for WebEx desktop and presence applications including a new product partnership with
AOL & WebEx. During testing, customers rated the product in 90% percentile for simplicity and ease of use.
- Developed and implemented a new iterative design process to include user research, prototyping and testing. User
Experience Design is now a well-respected and integral part of the entire development process at WebEx.
- I have continued to be a "hands-on" manager, designing & building prototypes, writing specifications and creating,
moderating and analyzing testing session
- Nine patents, information on request

2000 - 2002
Cooper Interaction Design, Palo Alto CA
Senior UI Designer for award winning Silicon Valley Design Consultancy
Design of products ranging from: a consumer-oriented digital photo management application; a hand-held art information device
for the Getty Museum; an application to control PC audio components; and a 1st generation in-car navigation system.
- Conducted ethnographic research, analyzed interview data, modeled user archetypes, and defined user needs through scenarios
and work-flows
- Developed UI architecture, created final graphics and produced behavioral specification documents
- Project Management, including creating and delivering Power Point Presentations to clients

1996 – 2000 **Interval Research Corporation, Palo Alto CA**

Start Up: Fieta Inc/Interval Research Corporation, Palo Alto
Lead Interface Designer for community oriented photo web site and hand-held device.
- Developed an inexpensive hand-held device that allowed users to create photo stories away from their computer and then
publish them to the web
- Conducted market research and competitive analysis
- Modeled user archetypes and developed feature set
- Defined information architecture of website and client applications
- One patent

Start Up: Tyzx Inc/Interval Research Corporation, San Mateo CA
Lead UI Designer for retail database analysis application
- Developed the interface for an internet-based information service to track and display information collected by stereo-vision
sensors placed in retail stores
- Analyzed interview data and modeled user archetypes
- Collaborated with engineering teams to define appropriate feature set
- Developed information architecture and built user testing prototypes

Interval Research Corporation, Palo Alto CA
Designer/Project Manager
Led a research project exploring new methods for interacting with technology; utilizing both emotional and physical inputs to
affect software and hardware displays.
- Provided vision, direction and initial prototyping for engineering team
- Managed budget, time-line and quarterly/yearly reports for upper management
- Presented at respected forums *Siggraph '98*, *The Tech Museum* CA and *Interaction '99* JAPAN
- Five patents

Education
1994 - 1996 **The Royal College of Art, London, UK**. Masters Degree in Interaction Design with a distinction for thesis. Received
I.D Magazine New Media Best of Category Award in 1996 from the leading industry publication.
1990 - 1994 **The Robert Gordon University, Aberdeen, UK**. Bachelor of Design Degree with an honors distinction for thesis.
Received Sutherland Page Trust Fund Award for outstanding scholarship.

Personal
Presented art works in Europe, Asia & USA including the SF Museum of Modern Art. Competed six years in the Scotland
international basketball team. Have completed 20 triathlons including Escape from Alcatraz and a Half Ironman Triathlon Hawaii.