

Tonya Browning

Austin, TX

tonya@texas.net

512.627.1247

tonyabrowning.com

Summary

Experienced software professional with specialized expertise in user experience (UX) design, usability, interaction and accessibility. Recognized thought leader in those areas and author of corporate standards and guidelines. Proven ability to budget and manage diverse teams of software developers, both on and offshore. Demonstrated success in managing enterprise systems, vendor relationships and cross-functional teams. Author and presenter in both the corporate and academic spheres.

Professional Experience

Director

April 2007-present

PayPal, an eBay company

<http://www.paypal.com>

Director of Global Experience Design and Architecture focused on next generation presentation tier technologies for payment solutions. Leading and evangelizing user experience in new technology development, supporting the PayPal Global Experience team across all company projects involving user interface design and user experience architecture. In addition, managing standards, a content management operations team, design optimization and accessibility. Received PayPalian award for top project in Q4 2007.

Initial role only covered user experience architecture but now includes responsibility for the entire global user interface design team (US, Singapore, China, Europe and India), incorporating KPIs and definable metrics into our process. The UX architecture team is helping build the next generation presentation tier solution for PayPal in close partnership with a large engineering staff. The content management operational team has successfully achieved Run The Business status. The majority (>75%) of U.S. marketing projects formerly published through standard releases now go through our CMS. Personally authored numerous standards and served as subject matter expert (SME) on accessibility for the company. Member of the original leadership team in Austin that opened the PayPal office in 2007. Presented on behalf of PayPal at National University of Singapore in 2009.

Group Director

2005-April 2007

Visa USA

<http://www.visa.com>

Led the UI and Enterprise development team within Inovant (IT wing of Visa). Comprised of five development teams and their managers located on both coasts and offshore, and included User Centered Design and Development, Knowledge Management, Siebel and Oracle application development.

The User Centered Design and Development team was spread across multiple development projects across the company, supporting a number of external and internal applications, in terms of UI architecture and design. The Corporate Solutions team included services used by customers for the entry of and reporting on data for projects, financials, and resources for the Enterprise. The Oracle team enhanced and supported Oracle financial 11.5.10 applications and other peripheral reporting applications, including GL, AP, FA, PO modules and related workflow. Half the team was off-shored support as well as part of the Corporate Tools team (.NET implementations of internally designed ERP tools). Project work included Debit System Accessibility Retrofit for .NET applications (against WCAG 2.0 guidelines), Call Center application (J2EE) re-architecture, CRM systems, security web applications and support for the web channels team for the company (creative design and implementation). Presented on behalf of the product team as well as the development and CTO teams.

In 2006, co-authored the User Interface Design Guide for Extranet Web Applications, which presents a set of guidelines for the design and development of Visa USA web-based applications in order to ensure a consistent user experience. Also contributed to extensive architectural reviews as the UI SME with the CTO office. Provided direction, training and recommendations for UI, using emerging technologies, across the company.

Tonya Browning

Austin, TX

tonya@texas.net

512.627.1247

tonyabrowning.com

Director 2000-2005 Visa USA (Inovant LLC)

Managed a large team of senior software engineers and UI developers to produce both customer facing and administrative software tools. Designed and implemented web-based products in multiple languages, including the Verified by Visa service. Managed both large scale (multi-million dollar, multi-year) and small-scale development efforts, including the Rating, Billing & Accounts Receivable (RBAR) system, a web application that enables Visa to bill Members for transaction processing services. The RBAR financial tool is a rich web application with a robust MVC design that requires UI expertise in DHTML, JavaScript, CSS, Struts, Java and HTML. Created corporate intranet and extranet websites and web applications. Co-founded and led the User Interface Center of Excellence for Visa. Organized and presented at User Interface Day events for Visa in 2005. Received Inovant Silver Star Award for performance.

Lecturer 2000-2007 The University of Texas at Austin

Authored and taught the courses "Re-imagining the User Interface", "WYSIWYG and Other Myths of User Interface Design" and "User Interface Design Practices" for the Science, Technology and Society Interdisciplinary concentration at UT Austin (<http://www.sts.utexas.edu>). The classes were designed for upper division undergraduates and taught in a computer-assisted classroom. A number of former students turned internships into full-time employment at Visa and PayPal.

Lead Web Developer 1999-2000 Globeset, Inc.
Austin, TX

Globeset was a company specializing in SET and SSL transaction software. Designed and implemented web-based applications. Managed UI group responsible for design and integration of various products. Personally worked on all products produced. Primary development tools were JSP, DHTML, JavaScript, XML and Java. In addition, managed internationalization project for Chinese client, traveling overseas as needed.

Previous positions 1991-1999 Austin, TX

Worked at several start-ups, including a company called Top Drawer, which specialized in multimedia educational applications (received performance award). Designed, storyboarded and implemented large-scale web projects authored in HTML, CSS, DHTML, Lingo, Flash and JavaScript for various clients. Managed the Computer, Writing and Research Labs at UT Austin (<http://www.cwrl.utexas.edu>) as the Assistant Director and taught as an Assistant Instructor. Work featured in three books, *The Scott, Foresman Handbook* 4th edition, *NetSciFi* and *Learning Literature in an Era of Change*.

Education

Ph.D. and M.A. The University of Texas at Austin
B.A. Florida State University
Phi Beta Kappa

Key Competencies

Management

Capable of managing on-site, off-site and off-shore teams of developers, sizing and tracking project plans. Experience in managing multi-million dollar projects and budgets, including capital costs. Proponent of technology vision, architectural innovation and leadership leavened with real world expertise.

Design

Authored high level flows; use cases and general design documents for clients. Incorporated usability testing, heuristic analyses and reviews. Deep understanding of web application design. Highly flexible and adaptable based on the audience.

Programming

Thorough knowledge of open systems and architectures. Experience in RUP, Agile and Waterfall development methodologies. Extensive knowledge and experience in all aspects of the project life cycle, from initial analysis and requirement collection to conceptual design, implementation and production support.