

Tonya Browning

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Summary

Experienced software executive with specialized expertise in User Interface (UI) 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
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Director of User Experience Architecture, focused on next generation presentation tier technologies for payment solutions.

Group Director	2005-April 2007	Visa USA http://www.visa.com
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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.

Director	2000-2005	Visa USA (Inovant LLC)
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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.

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Lecturer	2000-present	The University of Texas at Austin http://www.utexas.edu
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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 are designed for upper division undergraduates and are taught in a computer-assisted classroom.

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

Previous positions	1991-1999	Austin, TX
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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. Class work featured in three books, *The Scott, Foresman Handbook* 4th edition, *NetSciFi* and *Learning Literature in an Era of Change*.

Education

Ph.D.	The University of Texas at Austin Dissertation: "The Virtual Palimpsest" Director: Dr. John Slatin
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 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.

References and portfolio available upon request