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# Brooke E. Sacks

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LinkedIn: [www.linkedin.com/in/besacks](http://www.linkedin.com/in/besacks) • Portfolio: [www.besacks.online](http://www.besacks.online)

Business Systems Analyst and User Experience Designer with over 10 years' experience supporting various size companies and non-profit organizations with their web-based projects. Worked on projects ranging from a 200-hour web site re-design for a non-profit organization to 5000-hour upgrade projects for a web-based financial application and have participated in all facets of the software development lifecycle. Since being laid off at the end of 2017, I have been doing freelance work using my user experience and technical writing skills while also expanding my volunteer activities and participating in online webinars and coursework to keep my skills current.

Core competencies: Task Analysis, User Needs Analysis, Information Architecture, Competitive Analysis, Accessibility Analysis, Work & Data Flow Diagrams, Site Diagrams, Wireframes, Prototypes, Technical Writing, Visio, SnagIt, Figma, Balsamiq, RoboHelp, Front-End Development (HTML5/XHTML, CSS, and JavaScript)

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## Professional Experience

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### Freelance Ann Arbor, MI

2018 – present

- ♦ Redesign and upgrade of non-profit website to allow online payment and registration for classes and events.
- ♦ Interface re-design and technical writing projects for several non-profit organizations, including editing, re-formatting, and archiving information.

### FIS GLOBAL Ann Arbor, MI

2008 – 2017

Financial services technology company. Part of a group that provided a web-based cash management application allowing over 500 customers to manage corporate cash flow and exchange financial data with other institutions.

#### ***Business Systems Analyst***

Most of the projects I worked on were focused on moving the application from a mainframe/green-screen-based system to a web-based application, aimed at modernizing the product and providing a simpler and more aesthetically pleasing experience for our users. In addition, we added new functionality and interface to the application to address various business opportunities.

#### **Recurring activities**

- ♦ Conducted quality assurance and usability testing before each of 3 yearly releases to ensure specifications for design and functionality were followed.
- ♦ Maintained and updated a semi-functional prototype of the web-based application to provide a demo product for potential customers and the development team using HTML, CSS, and JavaScript.
- ♦ Maintained and updated a set of user guides for the product; one for each of the 5 levels of users, with separate guides for each service provided to those users; a total of 9 guides each release.

#### **Projects**

- ♦ Created custom functionality and interface screens for a new client using the existing application infrastructure, allowing their approximately 300 customers to exchange financial information and finalize payment amounts online. Created file parsing and formatting specifications based on existing Excel spreadsheets and created reports for customers to view online based on existing Access reports.
- ♦ As part of an effort to move toward providing a device-responsive web application, led a team of 3 developers and 2 quality assurance specialists in a project to upgrade the front-end code from a HTML table-based layout to a HTML5/CSS-based layout. Created a pattern library to maintain consistent layouts throughout the application and created wireframes for responsive layouts.
- ♦ Created workflows and file parsing and formatting specifications to enable files to be automatically transmitted via the SWIFT (Society for Worldwide Interbank Financial Telecommunication) network.
- ♦ Based on discussions with customer support team members, researched and designed new online tools and revised existing tools that cut the team's response time to customers by 50%.
- ♦ Revised existing workflow and functionality to fully automate the calculation and initiation of cash management transactions on the web using data stored in the application database.
- ♦ Created data flow and file formatting specifications for various types of billing files to be automatically produced by the cash management system; some sent to the finance group for their invoicing process, and some sent directly to clients for their information.

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- ♦ Created online branding process to allow customer support team members to apply client-specified branding (page element colors and images) to the application.

**MENLO INNOVATIONS** Ann Arbor, MI 2007

Software design and development consultancy using agile methodologies.

***Hi-Tech Anthropologist Intern (UI/UX Designer)***

Participated in design of data entry screens and data flow and file naming conventions for medical device software.

**MICHIGAN NANOTECHNOLOGY INSTITUTE (M-NIMBS)** Ann Arbor, MI 2005 – 2006

Research institute at the University of Michigan focused on the use of nanotechnology in medicine and the biological sciences and creating interest and collaboration both inside and outside the university.

***Web Developer***

Created a new informational website that helped attract over 200 participants to a symposium hosted by the institute.

- ♦ Created the site architecture (site outline, diagrams, and wireframes) and interface design from existing content and design meetings with client.
- ♦ Implemented the site using HTML, CSS, JavaScript, and Perl.

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## Education

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**Washtenaw Community College** Ann Arbor, MI

**Advanced Certificates**, Web User Experience, Web Graphic Design  
**Certificates**, Web Technology, Technical Writing

**Pace University** New York, NY

**MBA**, Information Systems

**University of the State of New York** Albany, NY

**B.A.**, Liberal Arts/Economics

### Online

**Certificate**, UI/UX Design, Coursera - California Institute of the Arts

**Certificate**, Web Design, Coursera – University of Michigan

**Certificate**, Web Applications, Coursera - University of Michigan

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## Additional Experience & Volunteer Activities

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### Additional Experience

**Systems Analyst** positions with The Travelers Companies and Chase Manhattan Bank.

- ♦ Revised existing systems to capture relevant and accurate data specified by actuaries and designed an online data entry system to replace paper forms, improving data entry speed and accuracy.
- ♦ Conducted task analysis with users and a database comparison analysis of bank data as part of designing a new interface for the system.

### Volunteering

Ann Arbor Figure Skating Club, Ann Arbor, MI

- ♦ Board of Directors, Treasurer, Competition Registration Co-Chair, Webmaster

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## Associations

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**UXPA (Usability Professionals' Association)**