

GEMMA E. PETRIE

 | information professional

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EDUCATION

Library & Information Science - Master's Degree Dec 2011 (expected)
University of Illinois Champaign-Urbana, IL

Philosophy - Bachelor's Degree May 2004
Reed College Portland, OR

EXPERIENCE

Taxonomy & User Experience Assistant Jan 2011 - Present
Sears Holdings Corporation Chicago, IL

I assisted with user experience testing and taxonomy modifications for the Sears.com shoe and jewelry sections by creating original participant screeners for target demographics, card sorting exercises, and user behavior surveys. I administered these tests to 17 subjects in the Sears UX lab and drafted a final report that included quantitative and qualitative data analysis and recommendations for taxonomy and website improvements.

Academic Coordinator/Webmaster Aug 2010 - Present
Agricultural Communications Documentation Center Champaign-Urbana, IL

I manage a 36,000 document special collection of agricultural materials at the University of Illinois. I research and process new acquisitions, provide reference services to patrons, update and maintain the Access database and ACDC website, provide instruction to undergraduate courses, and supervise a student assistant and volunteers. I developed a new ACDC website and I am currently assisting in the development of a new web-based database.

Development Coordinator Aug 2007 - Aug 2010
Onward Neighborhood House Chicago, IL

I managed the development department and development staff. I was responsible for researching and writing grant proposals, managing all aspects of annual giving campaigns, tracking and acknowledging all donations, working with the Auxiliary Board and Board of Directors, prospect research, and cultivating relationships with donors. I was responsible for volunteer coordination, marketing, website development, publicity, and event planning. I increased grant proposal success from 10% in 2007 to 33% in 2010.

SKILLS & ACTIVITIES

Technology - Aperture, Axure, Dreamweaver, Drupal, ESRI GIS, git, HTML, Illustrator, InDesign, JavaScript, Kintera, LaTeX, Microsoft Access, Microsoft Office, Movable Type, Omnigraffle, Oxygen, Photoshop, Python, Raiser's Edge, SQL, TEI, Usabilla, Visio, Websort, WordPress, XML. **Additional Experience** - Budget management, card sorting, competitive intelligence, content management, database design, editing, fact checking, project management, public relations, public speaking, social media, taxonomy development, user experience testing, website development, writing. **UX Book Club** (www.meetup.com/UXBookClubCU) - Co-founder of the Champaign-Urbana reading and networking group for user experience professionals. **Pro Bono Baker** (www.probonobaker.com) - Founder and owner of a popular Chicago-based food website. Press attention includes the Chicago Tribune, Sashay Magazine, and the Smithsonian Magazine. **Gapers Block** (www.gapersblock.com) - Contributing writer to the culinary section of a popular Chicago-based web-magazine.