

# ritu gorczyca

67 Holland St. Somerville, MA 02144  
+1. 617.510.2288 [ritu@mosum.com](mailto:ritu@mosum.com)

---

**Online portfolio & profiles:**     <http://ritu.mosum.com>, <http://www.linkedin.com/in/ritug>

## Background

I have been a User Experience Specialist for the last 12 years in Boston, London and Amsterdam. I am part business entrepreneur, part artist, and part "techie" – a rich combination with the ability to tackle a great number of issues. I started out as a software engineer in 1991 working for IBM & Lotus and quickly followed a career path towards business ownership, leadership, and ultimately merged it all with my creative side.

By 1997, my intense interest in design and usability and all things beautiful brought me into the world of Experience Design. Since then, as a tech savvy, business-oriented, creative thinker, I have designed, directed, and delivered intuitive, innovative and award-winning experiences for global brands including KLM/Air France, Postbank (ING Bank), Thomas Cook, AT&T, HBO, Reuters, Argos (UK), Albert Heijn (Ahold), Wageningen Universiteit (Netherlands), de Bijenkorf (Netherlands), Vodafone (UK), and more.

As a User Experience Lead and Director, I have managed multi-discipline teams & provided leadership in creative direction, interaction design, usability, design, content architecture, and more at companies like TechTarget, Reed Elsevier, and WebCT.

My work and passion for travel has taken me to Europe and India regularly, journeys that have profoundly enriched and broadened my perspective on design and usability.

I hold a B.S. in Computer Science and English Literature from Union College.

## Leading & building teams

Over the last 15 years, I have built and mentored teams of designers, usability specialists, producers, artists, photographers, and developers in Europe and America. I believe in building dynamic & diverse teams where each member focuses on his strengths but strict role definitions don't limit anyone's contribution. I like to create an environment where we learn from each other and inspire each other to achieve the best results and have fun while doing it.

In order to deliver consistent, reliable, and desirable results whether you're designing or programming or testing, I believe that each team member should have a strong understanding of user-based design principles and know when and how to apply them as part of their respective role.

## Consulting & Creative direction

As a User experience consultant and architect, I have worked closely with Client services, Marketing, Business stakeholders and other key teams to identify business-building or business-improvement opportunities for multiple channels including web, kiosks, call-centres, physical stores. Using customer research, competitive analysis, best practices and creative insight, I have assessed & re-shaped existing experiences, created plans for future improvement or created brand new experiences for large organisations.

## Design & Usability

I believe in creating customer-driven experiences that deliver results. My process to creating effective solutions involves working directly with users every step of the way to get direct input and insight to maximize success and results. Even when budgets are tight and time is short, I look for innovative ways to bring the users into the process (rapid testing).

# Work history

## **C•note consultants**

Customer Experience Consultant/Design Director, 2006 - present  
Cnote.nl

C.Note was co-founded in 2006 by the UE team at Fredhopper as a boutique Customer Experience consulting and design agency based in Amsterdam, Netherlands.

I am the principal design director for C.Note. Over the last 3 years, I have traveled to Europe regularly to work with clients on various design and consulting projects. I also lead all interactive design activities for C.Note. Most recent design projects include KLM's worldwide network of airport kiosks for check-in and flight transfer. I created the conceptual flows, led the interface and visual design, and oversaw the video animations for three separate releases for the kiosk project.

Another recent project was the online presence, including a full e-commerce site, for Holland's luxury department store (de Bijenkorf).

## **Fredhopper**

Lead User Experience Consultant/Designer, 2002 - 2006  
Fredhopper.com

Fredhopper, based in Amsterdam Netherlands, is a search software company. Until 2006, Fredhopper provided User Experience design services to some of Europe's largest companies. Traveling to Europe regularly, I led UE activities on numerous projects for Fredhopper clients, including Thomas Cook, Philips Electronics, Deloitte, ING Bank, Neckermann, Postbank (ING), Kijkshop and Ahold. I conducted usability expert reviews, translated usability test results into recommendations, and created or led interaction, information, and visual designs.

## **TechTarget**

Director, User Experience Design, 1999 - 2002  
Techtarget.com

Techtarget is an IT media company offering 20+ IT-specific web sites as well as IT-specific print magazines. I began working at Techtargget as the company was just starting out in 1999, when I hired

and directed the 12 person design and usability team. I also led the full design effort to create the experience offered by the TechTarget suite of sites.

The TechTarget UE team was responsible for all aspects of the design creation and maintenance for all sites, email newsletters, and affiliate sites and functionalities. This included all conceptual, functional and visual design, usability testing and analysis, and design production for each of the 20 sites.

## **Reed Elsevier Technology Group**

User Experience Consultant, 1997 - 1999

RETG was a Reed Elsevier company that offered strategic web application design and development services to Reed Elsevier's 40+ publishing companies including Elsevier Science, Reed International, OAG, Cahners Publishing, and LEXIS-NEXIS.

I provided "internal" user experience (UE) consulting including contextual inquiry, interaction design, usage analysis, usability testing, visual design, and design production to several of Reed Elsevier's 40+ publishing companies.

## **(various companies)**

Software Engineer, 1987 - 1997

Between 1987 and 1997 I worked as a Software Engineer focused on designing and developing GUIs for MS Windows applications. Over the 10 years I worked as Lead Engineer, UI Architect, and Development Manager and was a co-founder for a small GUI toolkit company. In 1997, I was the lead author of The Best 100 Java Applets. I wrote a majority of the book and conducted research for over 1200 Java Applets to evaluate their functionality, usefulness, and source code.

### **Software Companies for which I worked:**

<b>Sun User Group/ John Wiley &amp; Sons</b>	1997, Lead Author
<b>OneWave Inc.</b>	1995-1996, Senior Software Consultant
<b>InterGroup Technologies</b>	1993-1995, Software Architect, Co-founder
<b>Lotus Development Corp.</b>	1992 – 1993, Senior Software Engineer
<b>Publishing Solutions, Inc.</b>	1991 – 1992, Software Engineer
<b>IBM</b>	1987 – 1989, Software Engineer

**Sample projects:****More details at <http://ritu.mosum.com>****KLM & Air France**, Numerous projects

- worldwide check-in/transfer kiosk design
- klm.com online check-in design
- Customer service tools design
- Usability research & testing
- Improve designs for klm.com tools& services

**de Bijenkorf** (Holland's top department store)

- e-commerce site design
- Lead Information and interface designer
- Visual Design

**Postbank** (part of ING bank in Holland)

- Information Architecture and Visual Design for postbank.nl, "myPostbank", as well as web based forms, calculation tools, and financial advice tools (200+ forms on [postbank.nl](http://postbank.nl))
- Information Architecture and Interaction Design for [postbank.nl](http://postbank.nl).

**Thomas Cook**

- Information Architecture, + Interface Design Neckermann.nl, Thomakcook.nl, Vrijuit.nl
- Information Architecture and Interaction and Visual Design for [belvilla.com](http://belvilla.com) - award winning design

**Philips Electronics**

- Information and Visual Design for Philips' online AudioFinder, a tool to find audio products. (Award winning design)

**Oilily**, (luxury fashion brand)

- Brand design guide
- Retail shopping experience consulting

**Espresso** (luxury fashion brand)





- Brand & in-store experience design guide
- Retail shopping experience consulting

**Albert / Ahold** (Holland's top supermarket)

- Full redesign for [albert.nl](http://albert.nl))
- Usability Scan & Competitive Analysis

**WUR** (Dutch university and scientific research center)

- Information Architecture and Interaction Design framework to support global, corporate site and each research institute and university site (framework to support 100+ sites) [wur.nl](http://wur.nl)

	<p><b>Vodafone</b></p> <ul style="list-style-type: none"> <li>- Usability Scan for (50+) worldwide sites</li> <li>- Design improvements for Vodafone.nl</li> </ul>
	<p><b>Reuters</b></p> <ul style="list-style-type: none"> <li>- Information Architecture and interface design for Power Screener 3.0 (web-based financial application). <a href="#">See it live</a></li> </ul>
	<p><b>ShopDirect</b> (Catalog retailer in UK)</p> <ul style="list-style-type: none"> <li>- Information Architecture, Interface Design, and Visual Design for Kayslifestyle.co.uk, Choice.co.uk, and GreatUniversal.co.uk</li> <li>- Methodology training</li> <li>- Multiple Usability Tests &amp; Usability Scans</li> </ul>
	<p><b>Phonehouse</b> (mobile phone retail on/off line)</p> <ul style="list-style-type: none"> <li>- Information Architecture and Interaction and Visual Design for phonehouse.nl</li> </ul>

<b>Expertise &amp; skills:</b>	
<p><b>For multiple delivery channels (kiosks, web, mobile, physical space):</b></p> <ul style="list-style-type: none"> <li>: Interactive design leadership (web, kiosks, mobile devices, social media, &amp; more)</li> <li>: Brand strategy</li> <li>: Usability scans &amp; "Best practices" consulting</li> <li>: Analysis (user needs, competitive, content, &amp; more)</li> <li>: Full design services (conceptual, information, interaction, &amp; visual)</li> </ul>	<p><b>Technologies:</b></p> <ul style="list-style-type: none"> <li>: Macintosh and PC systems</li> <li>: Complete <b>Adobe Design</b> suite</li> <li>: Visio/Omnigraffle</li> <li>: PHP/HTML/CSS</li> </ul>
<b>Education:</b>	
<p><b>Union College, Schenectady, NY., April 1991</b></p> <ul style="list-style-type: none"> <li>: B.S. in Computer Science</li> <li>: B.S. in English Literature</li> </ul>	