

## TANIA SCHLATTER

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Experienced graphic, information and interaction designer, researcher, lecturer, and author equally interested in content, form and people. Working to provide ethical, accessible, meaningful information experiences to all and teaching others to do the same.

### EDUCATION

**Institute of Design, Illinois Institute of Technology.** Chicago, IL.

Master of Design in human-centered communication design (MDes, terminal degree) *magna cum laude*.

**Yale University Summer Program in Graphic Design.** Brissago, Switzerland.

Intensive six-week course taught by international graphic design leaders including Armin Hofmann and Paul Rand.

**Boston University School for the Arts,** Boston, MA.

BFA major in graphic design, minor in art history, *cum laude*.

### TEACHING EXPERIENCE

**Lecturer,** Northeastern University Boston, MA. *May 2011-present*

I teach in the College of Professional Studies, graduate Digital Media (MPS) program, and have taught in the College of Arts, Media, and Design undergraduate design (BA, BFA) program. I advise 1-5 graduate students per year on their final projects.

- **Visual Communication Foundation.** Lecturer. MPS program. *2022*
- **Designing Infographics.** Course Designer and Lecturer. MPS program. *2015-present*
- **Interactive Information Design 1.** Lecturer. MPS program. *2015, 2016, 2022*
- **Interactive Information Design 2.** Course Designer and Lecturer. MPS program. *2011-present*
- **Thesis advisor** to graduate Digital Media students (over 36 to date). *2011-present*
- **Interactive Design 1: Responsive.** Course Designer and Lecturer. Undergraduate CS, journalism and design BFA students in the College of Arts, Media and Design. *2013-2017*
- **Information Design.** Lecturer. Undergraduate CS, journalism and design BFA students in the College of Arts, Media and Design. *2013*

**Design education consultant.** College of Professional Studies, Northeastern University. *Spring 2013-14, 2016*

I evaluated and redesigned:

- Human-Computer Interaction, core course redesigned to incorporate real world challenges.
- The undergraduate BS in Graphic Design, for reaccreditation.

### PROFESSIONAL EXPERIENCE

**User Experience and User Interface Design Lead, Product Development Group**

Harvard University Institute for Quantitative Social Science. Cambridge, MA. *November 2016-May 2022*

The Product Development Group within IQSS develops and maintains software that helps academic and non-government organization researchers and archivists compute, analyze, and share data. I managed and led UX and UI design on multiple products and initiatives simultaneously. Products included Dataverse open-source digital repository software used by over 75 organizations worldwide and the release of OpenDP, a web application for creating differentially private releases of data files.

- Defined, led, and oversaw qualitative research to inform roadmaps and support product decisions.
  - Conducted interviews, prototype reviews, questionnaires, and participatory design sessions with installation administrators, data archivists, and academic researchers.
- Led sessions to review user stories and collaborate on design options for software releases.

- Clarified workflows, redesigned interfaces to improve scalability, usability, responsiveness and WCAG 2.0 accessibility.
- Defined strategies for outreach communications including websites, graphics and videos to support product users.
  - Led planning for Sid and Dataverse product support. Reviewed design and content for the OpenDP and Research Data Management websites.
- Hired and managed research assistants, directed the work of outside UI developers and design firms.
  - Mentoring Dataverse research assistant Jonathan Ji led to a published poster at the Information Architecture Conference in May 2021. Mentoring Sid research assistant Maya Chaitila led to collaboration with IT leadership at Harvard Business School.
- Participated in agile ceremonies with multiple teams including as Product Owner for OpenDP.
- Led design sprints to define initial product releases for Consilience, Sid and OpenDP products.
- Represented end users and advised on UX research and design as a member of advisory boards and working groups across University IT and Library initiatives.
- Served in a leadership role to the University's UX Community of Practice, including developing a survey to assess UX work practices, resources and practitioner needs and secure university support.

**Principal**, Tania Schlatter Design. Brookline, MA. 2015-17. Engagements included:

- **UX Strategist and lead, Stoltze Design.** I worked as a consultant to the AIGA award-winning Boston graphic design studio after several successful client engagements in partnership with Nimble Partners. I estimated, proposed on, and delivered user experience strategy and information architecture for the MIT Picower Center for Learning and Memory and SACI – Studio Arts College International.
- **UX Strategist and lead, ReAssemble.** I led UX design for a social media startup and designed their product, a community to promote civil political discourse from concept to product launch.
- **UX & UI design consultant via Terva Corporation to Harvard University Department of History.** I led a team that I assembled to design, prototype, test and deliver a user interface for the Department of History's three new classrooms in the iconic Robinson Hall. The design included creating a unique but intuitive visual language for touch screens to afford control of sophisticated audio-visual, light and shade systems in three new classrooms.

**Principal and Cofounder**, Nimble Partners. Brookline, MA. 2004-15

I launched and led a UX design consulting firm with two partners and served as a managing partner. We worked with higher education institutions, non-profit and for-profit software product organizations to define, design, and test new digital products and evaluate and redesign established products. We led efforts to organize information to communicate clearly. Engagements included:

- Working with nonprofit Women Deliver to conduct design and formative assessment of prototyped concepts, define and launch the crowdfunding site [Catapult.org](http://Catapult.org), which won a Webby award
- Conducting qualitative user research for Napster on their first mobile app for purchasing music
- Providing UX research and design services to over 14 groups and departments at MIT including MIT Medical, MIT Human Resources, Sloan School Media Relations, the Office of Housing and the VP of Finance
- Designing b2b products for 4Info, Endeca Technologies, and Curaspan Health Group
- Designing four flagship products for labor analytics firm Burning Glass Technologies, working closely with the CEO, data lead and customers
- Conducting heuristic reviews and redesigning ecommerce sites for ShoeCarnival.com, CafePress.com, Umbra.com, Kayak.com and Diamond.com's ring configurator
- Designing the digital magazine service Coverleaf.com for Texterity from concept to launch and redesigning their flagship digital reader product.

**Publishing & Design Advisor**, MIT Publishing Services Bureau. Cambridge, MA 2002-04

The Publishing Services Bureau provided consulting services to anyone in the MIT community. I defined UX, visual design, and information architecture strategies, scoped projects, wrote RFPs, identified and coordinated design and production resources. I coached MIT clients through the design and production process, serving as a liaison between clients and producers. Projects included a new identity, website, and publications for Brain and Cognitive Science, and website for MIT Arts.

**Design Lead, Manager Professional Services UX Group Center of Excellence**, Art Technology Group (acquired by Oracle). Cambridge, MA 2001-02

ATG Professional Services Design helped customers, engineers, project managers, and salespeople create dynamic web applications using ATG software. ATG products enabled the delivery of personalized, localized, content and features.

I defined the COE's design deliverable templates, design service offerings and managed designers working in-house and at client locations throughout the US. I led the redesign of ATG's .com and customer portal sites using ATG personalization and portal products as best practice reference sites.

**Design Lead**, Art Technology Group. Cambridge, MA 1999-2001

I led the design of web applications built with ATG software for internal and external customers including Garden.com and ATG's professional services group.

**Design Consultant**, Institute for Research on Learning. Menlo Park, CA Summer 1998

I designed a communication plan and digital education materials including a website, videos, and guides for the NSF-funded PRIMES initiative. Materials helped workshop facilitators teach parents to help their middle school kids learn math.

**Senior Designer**, Suffolk University Creative Services. Boston, MA 1995-97

I designed, directed, and managed the creation of publications, including the University's first website with Deborah Levinson, with whom I later co-founded Nimble Partners.

**Graphic Designer/Project Manager**, Shepard/Quraeshi Associates. Brookline, MA 1992-95

I designed award-winning publications for MIT Admissions, wayfinding signage, and annual reports. I managed budgets, hired and directed photographers and illustrators, and oversaw all aspects of print production.

**Assistant Designer**, WGBH Design. Boston, MA 1991-92

I designed printed educational and promotional materials for WGBH programs, including "Where in the World is Carmen Sandiego" and "The American Experience."

**Graphic Designer**, PageWorks. Cambridge, MA, 1990-91

I produced textbooks, slide presentations, and technical diagrams in an electronic publishing environment.

## **PUBLICATIONS & FEATURES**

Barness, J., Papalias, A., Schlatter, T. (2019). "Expanding the Discourse: Future Practices in Scholarly Publishing." *Decipher*, Vol. 1. New York, NY: Dialogue: Proceedings of the AIGA Design Educators Community Conference. <https://www.fulcrum.org/epubs/s1784n37z?locale=en#page=56>

Dugdale, J. (1996). "Shepard Quraeshi Associates." *HOW magazine Business Annual*. Work featured pp. 75.

Gautier, J., Murphy, D., Schlatter, T. (2017). "Harvard Dataverse usability 4.6 testing results", <https://doi.org/10.7910/DVN/ND1S3S>, *Harvard Dataverse*, V1, UNF:6:68Ep40FILu3TwJPKf0+iJw== [fileUNF]

- Gualtieri, L. (2011) "Secrets of Good Health Website Design." Interview. *KevinMD.com*. Retrieved on 10.11.2022 <http://www.kevinmd.com/blog/2011/01/secrets-good-health-website-design.html>.
- \* Levinson, D., Schlatter, T. (2008-2014). *Seen & Learned Blog*. Retrieved on 10.11.2022. <http://nimblepartners.blogspot.com>
- Poggenpohl, S. (2003). "Future of Learning Workshop." *Teaching Graphic Design*. NY, New York: Allworth Press. Graduate work featured pp. 216-225.
- Sato, K., Whitney, P. (2001). "University Briefs: IIT." *Interactions* magazine VIII.2. March. Graduate thesis work featured pp. 95-97. <https://doi.org/10.1145/361897.361929>
- Schlatter, T. (2019). "Design Data? Possibilities and Pitfalls." Attendee Abstract. *Decipher, Vol. 2*. New York, NY: Dialogue: Proceedings of the AIGA Design Educators Community Conference. <https://www.fulcrum.org/epubs/9880vs517?locale=en#page=190>
- Schlatter, T. (2002). "Designing Personalized, Dynamic Web Applications with ATG." Whitepaper. <https://scholar.google.com/citations?user=Flo2tqoAAAAJ&hl=en&oi=sra>
- Schlatter, T., Levinson, D. (2013). *Visual Usability: Principles and Practices for Designing Digital Applications*. Elsevier. ISBN 9780123985361. <https://doi.org/10.1016/C2012-0-00687-4>
- Trisovic, A., Durbin, P., Schlatter, P., Durand, G., Barbosa, S., Brooke, D., Crosas, M. "Advancing computational reproducibility in the Dataverse data repository platform." In *The 3rd International Workshop on Practical Reproducible Evaluation of Systems (P-RECS)*. <https://doi.org/10.48550/arXiv.2005.02985>

## TALKS & PRESENTATIONS

- Glenewinkel, E., Schlatter, T. (2001) "A Day in the Life of an Experience Designer." American Center for Design Living Surfaces Conference. Chicago, IL.
- Sarathay, J., Song, S., Haque, A., S, Schlatter, T., Vadhan, S. (2021). "Don't Look at the Data! How Differential Privacy Reconfigures the Practices of Data Science." Accepted paper. Theory and Practice of Differential Privacy Conference. Baltimore, MD.
- Schlatter, T. (2021). "Personas for Software? How and Why we Developed Archetypes for an Open Source Product" [virtual] juried poster presentation at the Information Architecture Conference (IAC). International Scope. [https://miro.com/app/board/o9J\\_lPbegIM=/?moveToWidget=3074457358012930120&cot=10](https://miro.com/app/board/o9J_lPbegIM=/?moveToWidget=3074457358012930120&cot=10)
- Schlatter, T. (2020). "Tenets for Successful Health Communication" [virtual] invited presentation for The Pandemic: Science and Society course, led by Krista Milich. Washington University in St. Louis, MO. <https://artsci.wustl.edu/Covid-Course>
- Schlatter, T. (2020). "Make me think! How might we create appropriate barriers for responsible interactions in Dataverse?" [virtual] presentation to the Information Architects Conference Academics and Practitioners Roundtable. International Scope. <https://www.iaroundtable.org/2020-values>
- Schlatter, T. (2020). "The IA Element in Practice" discussion panel chair. World IA Day, Boston, MA.
- Schlatter, T. (2020). "Communicating with Data: visual design principles and practices for effective scientific communications." Biogen, Boston, MA.
- Schlatter, T. (2019). "Make Me Think! Creating Appropriate Barriers for Responsible Interactions in Dataverse." Women Talk Design Event at World Interaction Design Day, Boston, MA.
- Schlatter, T. (2019). "Expanding the Discourse: Future Practices in Scholarly Publishing." Discussion moderator. AIGA Design Educators Research Conference, Ann Arbor, MI.
- Schlatter, T., Gautier, J., Murphy, D. (2018). "Gut-check: the Boston UX Community and the Current Tech Backlash." With J. Gautier, D. Murphy. Juried conference presentation. User Experience Professionals (UXPA) Conference, Boston, MA.
- Schlatter, T. (2017). Invited lecturer, Design of Social Innovation course taught by Patrick Whitney. Harvard School of Public Health. Cambridge, MA.
- Schlatter, T. (2017). "What's New with Dataverse UX & UI?" Dataverse Community meeting. Harvard University, Cambridge, MA.
- Schlatter, T. (2014) "Visual Usability." Invited talk. Harvard University ABCD WWW. Cambridge, MA.

- Schlatter, T. (2014) "Tips for Talking about Visual Design for UX." Invited Talk. ConveyUX, Seattle, WA.
- Schlatter, T (2013) "Metaprinciples for Designing Digital Interfaces" Invited talk. Institute of Design, Chicago, IL.
- \*Schlatter, T., Levinson, D. A. (2013). "Visual Usability: Visual Design Principles and Practices for Creating Great Web and Mobile Application Interfaces." Juried workshop. User Experience Professionals Association (UXPA) International conference, Washington, D.C.
- Schlatter, T., Levinson, D. A. (2013) "Visual Design Principles and Practices for Creating Great Web and Mobile Apps." Professional workshop sponsored by the User Experience Professionals Association (UXPA) Boston, MA.
- Schlatter, T. (2009-2013). "Design of Health-related Web Sites." Guest lecture for Lisa Gualtieri's course. Tufts University School of Medicine, Boston, MA.
- \*Schlatter, T., Levinson, D. A. (2011). "Visual and User Interface Design Fundamentals for Web Applications." One-day workshop. ACM SIG CHI Professional Development Day, Waltham, MA.
- \*Schlatter, T., Levinson, D. A. (2010). "Establishing Qualitative Criteria for IA and UX in One Fell Swoop: How to Conduct a Card Sort with Storytelling." Juried talk. Usability Professionals' Association Conference (UXPA). Waltham, MA.
- Schlatter, T. (2003) "Tips for Managing the Publication Process." Publishing Services Communication Workshop, Massachusetts Institute of Technology (MIT), Cambridge, MA.
- Schlatter, T. (2000). "Sure it's Usable, but is it Useful? Understanding the Role of Usability in User-Centered Design." New Media 2000 Conference. Toronto, CA.

\* = equal contributions

## SELECTED PROFESSIONAL ACTIVITIES

**2015-present** Speaker, mentor, conference submission reviewer, UXPA Boston Conference and career events.

**2014-present** Registrant and participant in professional development sessions to support diverse learners including, "Fostering Motivation and Resilience Across All Learners," and "Applying Trauma-Informed Approaches to Assessment" via Northeastern University Center for Advancing Teaching and Learning Through Research (CATLR).

**Summer 2022** Student. Introduction to Museum Studies. Harvard University. Course Grade: A.

**Summer 2022** Student. Cape School of Art Plein Air Painting. Taught by John Clayton. Provincetown, MA.

**2022** Conference submission reviewer, AIGA Design Educator Conference.

**2019-2022** Submission reviewer and attendee, Information Architecture Conference.

**2021** Volunteer, Technology Co-chair, Future of Design Education Initiative. Asked to co-chair the technology track by professors emeritus Don Norman, UCSD and emerita Meredith Davis, NC State.

**2017, 2019- 2021** Attendee, Interaction Design Education Summit.

**2020** Harvard Manager Training, certificate of completion.

**2003-2013** Portfolio Reviewer, AIGA Boston Student Portfolio Review Day.

**2001-2002** Inaugural chair, Experience Design Community, AIGA Boston Board of Directors.

**2000-2002** Co-chair, AIGA Boston Experience Design Community of Interest.

## AWARDS

**1997** Gold award for Suffolk University "Viewbook" from the 12th Annual Admissions Marketing Report.

**1996** Gold and Silver awards from the Center for Advancement and Support of Education (CASE) for MIT's "No Bull – Tips for Getting into College" and MIT's undergraduate "Search" publications.

**1995** Excellence Award for MIT's "No Bull – Tips for Getting into College." University and College Designers Association (UCDA).

**1994** First Place honors for MIT "Viewbook" from the CASE Awards (Center for Advancement and Support of Education).

**1994** *Print Regional Design Annual*. Juried. Admission materials for MIT. Pp. 221.