

## Jean M. Vestal

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### SUMMARY

Creative generalist experienced in information architecture, website design, content management, content development, graphics production, and application interface design/prototyping. Adept at translating technical information for non-technical audiences.

Stellent Site Studio, Dreamweaver, Topstyle, Homesite, Photoshop, Illustrator, MS Office, HTML, CSS.

- Web information architecture.
- Website design.
- Web content development.
- Web-based user interface design/prototyping.

### PROFESSIONAL EXPERIENCE

#### **Susan G. Komen for the Cure – Dallas, TX**

**2005 – present**

Susan G. Komen for the Cure is a globally recognized non-profit working to create a world without breast cancer. Komen employs approximately 200 people at its Dallas headquarters, has 120 Affiliates around the world, and granted over \$82 million in research grants alone for the 2006 grant cycle.

#### **User experience, content management, web production – Web Application Development Team**

Design user experience, manage content and perform web production for award-winning internet site, Affiliate extranet site, and intranet site for Komen headquarters.

- Developed and built content templates within Stellent Site Studio for site redesign associated with major rebranding. Stellent regarded our content model as a new direction for its product.
- Coordinated content migration for site redesign associated with major rebranding, completing migration of all content within 2 months.
- Created code fragments in Stellent Site Studio Designer for automated, re-usable display widgets, increasing efficiency of site maintenance.
- Maintained and evolved site information architecture, content model, and display automation as necessary for growing site.
- Performed nearly all maintenance for content managed internet and extranet site and straight HTML intranet site, completing 90% of changes within 3 days of change request, an improvement from previous standard of 3-5 days.
- Designed and built templates for mass email communication and managed recipient groups within vendor database, streamlining the process and making it available to more groups within Komen.

#### **TEXAS INSTRUMENTS INCORPORATED – Plano TX**

**1989 – 2005**

Texas Instruments Incorporated is the world leader in digital signal processing and analog technologies with 30,000 employees worldwide and net revenues in the range of \$9.8 billion.

#### **Intranet website design, Internal communication - IT Services**

**2004 – 2005**

Analyzed and met communication/website needs for IT Services teams, improving relations with managers and their end users worldwide. IT Services manages TI's global information technology needs with a staff of 1,000.

- Devised and built user interface for web-based application to track sub-contractors, increasing productivity by 33% by reducing number of systems/locations involved
- Designed, coded, and managed website to give sales team accelerated access to information about TI's Lead(Pb)-Free & Green initiative, speeding response to customer inquiries.
- Served on Change Control Board for standard web style guide for IT Services, ensuring that groups implemented the style guide correctly and negotiating changes as necessary to maintain consistent look and feel across organization websites.
- Created and taught short courses on HTML, Cascading Style Sheets (CSS), and passive voice, improving staff communication skills.

#### **Intranet website design, Internal communication - IT Operations**

**1998 – 2004**

Handled all aspects of end user communication, website design, and documentation for IT Operations teams. IT Operations maintained TI's global IT infrastructure with a staff of 200.

- Designed, built, and maintained a series of websites informing worldwide managers and their end users about the progress of major SAP and i2 system upgrades improving communication channels and reducing anxiety about the upgrade.
- Led and provided editing for a cross-functional team responsible for communicating with end users about IT activities, making IT communication more informative and professional.
- Collaborated with team members to create standardized easy-to-use HTML/CSS templates, allowing IT Operations teams to create and maintain their own websites.

#### **Intranet website design, Internal communication – IT Services E-mail Team**

**1996 – 1998**

Managed the e-mail team's entire communication, documentation, and web requirements. The team's staff of 20 provisioned and maintained TI's worldwide e-mail infrastructure and multiple e-mail readers.

- Created and managed the first comprehensive website in IT devoted to informing users about an IT product/service, providing news, installation and quick start guides, and web-based applications growing to become one of the most highly used sites in the company.
- Designed and built user interface for web-based mailing list application that employees have used to create and manage over 20,000 mailing lists increasing communication flow company-wide.
- Conceived and coded account management user interfaces that allow employees and support personnel to self-manage e-mail accounts, increasing employee productivity.

#### **Technical documentation – Information Systems & Services (IS&S) Documentation & Training Center of Excellence**

**1992 – 1996**

Wrote technical documentation and user guides for IS&S products and services.

- Supervised team of two contract writers and produced award-winning user guides for mainframe, UNIX, and desktop versions of a suite of Electronic Data Interchange (EDI) software that automated purchasing flow between business partners.
- Served as contributing editor to award-winning internal newsletter informing employees about IS&S activities.

### **EDUCATION**

Master of Arts, English, University of North Texas, Denton, TX

Bachelor of Arts with University Honors, English, University of North Texas, Denton, TX