

**Heather L. McQuaid**  
Richmond, UK  
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**Profile** Over 12 years experience researching and designing environments and products that reside at the intersection of physical, digital and human interactions. Skilled at managing projects, leading teams, and developing new business. Strong analysis and synthesis skills, coupled with expertise in translating consumer insights into product development and business strategies.

**Experience**  
Aug 2005-current **Senior Project Manager: Research & Interaction Design, PDD, London, UK**  
Project manager, lead researcher and interaction designer for projects in the medical, consumer, industrial, telecommunications, and financial industries

- Direct qualitative and quantitative research projects across Europe and the US
- Design and evaluate products using ethnographic methods, usability testing, information architecture, wireframes, personas, scenarios, and creative workshops
- Translate research findings into clear, actionable recommendations for the client and design team
- Develop new business, and promote PDD through publications and speaking engagements

June 2004-July 2005 **Senior Business Consultant, Conchango, London, UK**  
Senior Interaction Designer in the Interactive Media Group

- Led the User Experience workstream on several projects, including engagements with JP Morgan Fleming, Microsoft, Virgin Atlantic, and British Car Auctions
- Designed and evaluated products for retail, entertainment, and financial clients
- Contributed to new business development

2000-2004  
1997-2000 **Senior Interaction Designer, MAYA Design, Pittsburgh, USA**  
**Interaction Designer, MAYA Design, Pittsburgh, USA**  
Interaction designer and project manager in the Human Sciences Group

- Conducted research, designed and evaluated products for clients such as Merrill Lynch, Siemens/Cerberus, Eastman Kodak, Iomega, the US Government, Carnegie Library of Pittsburgh, and CareerBuilder
- Led interdisciplinary teams and developed new business contacts
- Contributed to the customer research and design of Home Heartbeat, a wireless home awareness system (see [www.homeheartbeat.com](http://www.homeheartbeat.com)) that has several pending patent applications
- Promoted MAYA's reputation through publications and speaking engagements

**Education** **M.A., Professional Writing, Carnegie Mellon University, Pittsburgh (1997)**  
Concentrations: Human Computer Interaction and Information Design

**M.S., Cognitive Psychology, University of Pittsburgh, Pittsburgh (1994)**  
Thesis topic: The Superior Recall of Concrete Material: Imagery or Context Availability?

**B.A. Psychology, Allegheny College, Meadville (1989)**

**B.A., German, Allegheny College, Meadville (1989)**

Thesis topic: A Cross-Cultural Comparison of the Effects of Masculine Generics on American and German Students' Perception of Gender Neutrality

**Selected Publications**

- Pattison, M., McQuaid, H. L. & Wilcox, A. (2007). "Incorporating Human Factors in Product Design and Development," Medical Device Technology (MDT) Magazine, November/December 2007 issue.
- Pattison, M., Lillis, B., McQuaid, H. L. & O'Brien, J. (2007). "Observing Real People. Design and Healthcare Professionals' Approaches to User Observation and Analysis." In Proceedings of the 2007 Include Conference, Royal College of Art, London, UK.
- McQuaid, H. L. & Goel, A., contributors to The Persona Lifecycle: Keeping People in Mind during Product Design, by John Pruitt & Tamara Adlin (2005).
- McQuaid, H. L., Goel, A. & McManus, M. (2003). "Designing for a Pervasive Information Environment: The Importance of Information Architecture," In Proceedings of the 2003 Human Computer Interaction (HCI) Conference. Received an award for Best Short Paper.
- Fadden, S. & McQuaid, H. L. (2003). "Fixing What Matters: Accounting for Organizational Priorities When Communicating Usability Problems," In the Proceedings of the 2003 Usability Professionals' Association (UPA) Conference.
- McQuaid, H. L., Goel, A. & McManus, M. (2003). "When You Can't Talk to Customers: Using Storyboards and Narratives to Elicit Empathy for Users," In Proceedings of the 2003 Designing Pleasurable Products and Interfaces (DPPI) Conference.
- McQuaid, H. L., editor of Relationship Management for Everyone: Techniques for Guiding Clients to Success, by Steven E. Little (2003).
- McQuaid, H. L. (2002). "Developing Guidelines for Judging the Cost and Benefit of Fixing Usability Problems," In Proceedings of the 2002 Usability Professionals' Association (UPA) Conference.
- McQuaid, H. L. & Bishop, D. (2001). "An Integrated Method For Evaluating Interfaces," In Proceedings of the 2001 Usability Professionals' Association (UPA) Conference and the 2001 Extended Abstracts of the Association of Computing Machinery, Special Interest Group on Computer-Human Interaction (ACM SIGCHI) Conference.

**Invited Papers/ Presentations**

- Taught a Masterclass at the University of Sussex (2006) entitled, "Bytes, Buttons & Beings: Integrating Physical and Digital Interaction Design into the Product Development Process."
- Gave invited talks to the Microsoft User Experience Community in Reading, UK (2004), the UK Usability Professionals' Association (2004), Samsung Corporate Design team in Seoul, Korea (2003), the Pittsburgh Chapter of the Society for Technical Communication (2002), and several design and professional writing courses at Carnegie Mellon University (1998-2004)

**Professional Organisations**

- Usability Professionals' Association (UPA)
- Association for Computing Machinery (ACM)
- Special Interest Group on Computer-Human Interaction (SIG-CHI)
- Society for Technical Communication (STC)
- Usability Special Interest Group (STC Usability)
- British Human Computer Interaction Group (HCI)

**Personal**

- USA citizen, UK resident visa
- Languages: English, German (Intermediate)
- Interests: Boxing (Golden Gloves Champion of my division in 2003), kickboxing, Kali, grappling, yoga, golf, tennis, in-line hockey, travelling, reading, and writing