

Caroline O'Meara

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EDUCATION

The University of Texas at Austin

Master of Science in Information Studies
Specializations: Content Strategy and UX Research, GPA 4.0

Austin, Texas
anticipated graduation date May 2017

University of California, Los Angeles

Ph.D. in Musicology, Specialization in American Music

Los Angeles, California
December 2006

Princeton University

A.B. in Music, *summa cum laude*

Princeton, New Jersey
June 1998

EXPERIENCE

Goodwill of Central Texas

IT Data Visualization Intern

Austin, TX
January 2017- present

- Strategizing solutions for handling retail and mission data with existing Microsoft SQL Server and Salesforce tools
- Creating data models and data visualizations in Power BI for KPIs across the Goodwill organization
- Documenting best practices and exploring automation solutions for reporting and dashboards

Tokyo Electron America

Business Systems Analyst Intern

Austin, Texas
March 2016–present

- Lead project for redesign of sales intranet site, increasing collaboration and information sharing among sales team members and reducing time spent on regular communication tasks by 25 percent
- Develop business process maps of current and desired business processes, isolating points for improvement and recommending technology solutions
- Create business process automation, including requirements gathering, prototyping, user testing, and implementation
- Recommended, created, and launched Intranet metadata, improving searching and collaboration
- Participating in the creating of an enterprise data solution, articulating sales users needs while balancing business priorities and software capabilities

Texas Legislative Council

Bill Analyst, Research Division

Austin, Texas
October 2014–June 2015

- Wrote draft analyses of proposed legislation for six committees in the Texas House of Representatives
- Collaborated with senior policy analysts to meet changing legislative requirements and short deadlines, completing over 200 analyses during the 5-month legislative session

The University of Texas at Austin

Assistant Professor of Musicology

Austin, Texas
2008–2013

- Authored academic articles on American music history, contributing original research to the field of American popular music scholarship and leading work through the publication process
- Improved advising process by anticipating roadblocks to success, establishing and communicating expectations to student advisees including clear goals, regular deadlines, and required status updates
- Communicated expert information to diverse audiences in both written and oral form
- Adapted educational technology for an audio-visual rich teaching environment
- Conceived and delivered six presentations a week, tailoring content for students' learning needs

SKILLS

Methods. User Research, Design thinking, Persona development, Interaction design, Sitemaps, User flows, Story boarding, Wireframing, Card sorting ,Eye-tracking

Applications. Sketch App, Axure RP, Adobe Photoshop, Qualtrics, Power BI, SharePoint, Microsoft SQL Server

Web Development: HTML, CSS, PHP, MySQL, XML

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COURSEWORK

Interaction Design, Information Architecture, Usability, Human Computer Interaction, Design Thinking, , Projects in Human Computer Interaction, Database Management, Introduction to Statistics (audited), Presenting Information, Technology Learning Studio

PROJECTS

Interaction Design. Designed mobile app to aggregate videos across social media platforms, including user interviews, affinity diagramming, competitive analysis, and iterative prototyping. Wrote test plans and complete documentation of all research and design decisions.

Usability: Designed and supervised testing of gesture-based keyboard, looking at time on task, typing accuracy, and learnability. Supervised testing sessions and participated in data analysis.

Human Computer Interaction: Created mobile app to address threatened bee and butterfly populations by supporting gardening in Central Texas. Created wireframes and designed interactive prototype using Axure RP, updating the interface after receiving feedback from usability testing.

Information Architecture: Created mobile app to support recycling in the City of Austin. Built taxonomy and navigation system and conducted user research, including contextual inquiry and card sorting.

Database Management: Developed database-driven website with park, school, crime, and cost of living for each zip code in Austin. Created the site with HTML, CSS, PHP, and MySQL.

VOLUNTEER EXPERIENCE

Brentwood Elementary Parent Teacher Association
Chair, Playground Committee

Austin, TX
2013-2014

- Led a successful playground upgrade with a budget of only \$14,000, getting new equipment in the ground in eight months with a construction plan approved by the school district
- Communicated project goals to all stakeholders (district personnel, senior school administrators, playground manufacturer, and equipment installer) while also explaining safety, accessibility, and financial restrictions to teachers and parents
- Collaborated with district, teachers, and PTA members to keep new playground installation within defined monetary, location, and safety restrictions to create a place for children to learn through play

The International Association for the Study of Popular Music
Treasurer and Local Arrangements Chair (volunteer)

United States Branch
2011-2014

- Collaborated with board and organization members to define goals for the organization, becoming go-to board member for institutional knowledge relevant to treasurer role and conference planning
- Recruited scholars to run for volunteer positions and then coached new board members
- Organized and hosted the 2013 national meeting in Austin with over 150 scholars in attendance