

BRENDA BOOTH

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Hi! Thanks for reading! I'm a design leader with extensive experience in the tech industry, from management, consulting, design strategy, to execution; effectively working across teams and organizations. I excel at keeping projects on task, creating partnerships to remove barriers and advocate for the best user experience.

Throughout my career, I've been part of start-up companies and multinational corporations, focused on emerging technologies, product exploration and product development for consumer and enterprise markets. I enjoy bringing the Lean UX and Lean Startup methods to the development process, driving agility and innovation to small and large organizations. I have experience building, nurturing and leading creative teams, helping them grow professionally and empowering them to deliver great user experiences.

Top 5 (Gallup) Strengths: Developer, Achiever, Responsibility, Strategic and Harmony.

SKILLS

- Product Design
- User Experience
- Design Strategy
- Organizational UX Adoption
- Competitive Analysis
- User Journey
- Rapid Prototyping
- Usability Testing
- Creative Direction
- Interaction Design
- Information Architecture
- Visual design
- User Centered Design
- Concept validation
- Lean Startup
- Lean UX
- Agile Development

TOOLS

- Figma
- Axure Pro
- Qualtrics
- Sketch
- Usertesting.com
- Pivotal Tracker
- Jira
- Adobe Creative Suite

EDUCATION

Universidad del Valle de México
México City
Bachelor of Arts, 1995

EXPERIENCE

Senior User Experience Designer, AI/ML. May 2022 to present

Amazon Web Services (AWS) SageMaker Ground Truth, SageMaker Ground Truth Plus.

SageMaker Ground Truth is AWS's data labeling service that makes it easy to label data and gives the option to use human annotators through Amazon Mechanical Turk, third-party vendors, or private workforces. In my current role, I'm focused on optimizing the data annotation tool, for all annotation modalities supported; like video object tracking and detection, 3D point clouds, image and text classification, etc., to improve ML model performance and to reduce the overall Machine Learning model development life cycle.

Senior UX Designer | Amazon Web Services (AWS) | Machine Learning Solutions Lab.

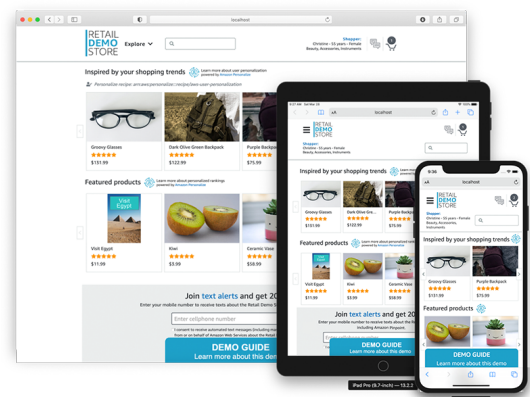
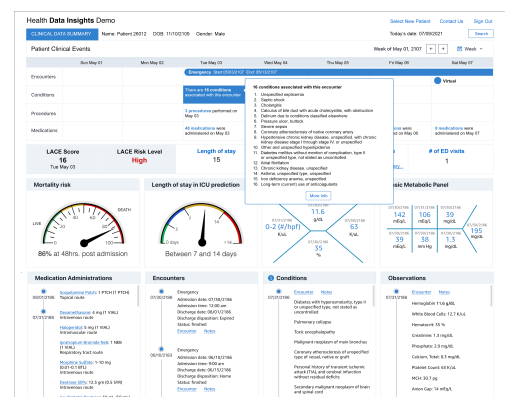
February 2020 to May 2022

The AWS Machine Learning Solutions Lab helps companies and organizations from all industries to solve their largest and more complex business problems using AWS's cloud-based AI and Machine Learning solutions. As the only user experience designer in this organization, I brought years of experience in helping product teams adopt user-centric methods to speed up the development process, reduce re-work and put the user at the center of the development activities.

During my time at AWS's MLSL, I collaborated closely with Machine Learning (ML) scientists/engineers, deep learning architects and software engineers to create intuitive, high-impact, ML-based applications for different use cases and across several industries; developed using a user-centric, iterative process.

During my time at the Machine Learning Solutions Lab, I've had the opportunity to create several ML-based solutions to support different use cases across multiple industries. A few examples include:

1. Intelligent document processing tool that helps users make faster decisions by automatically extracting and analyzing data from documents using Amazon Textract, Amazon Comprehend and Amazon Comprehend Medical. The tool also integrates Amazon's Natural Language Processing enterprise search service, Amazon Kendra, to help users easily find information, even when it's scattered across multiple locations and content repositories.
2. A retail application that integrates the latest machine learning technologies to enable real-time personalized experiences; including personalized product recommendations, personalized product re-ranking and personalized direct marketing, across multiple communication channels (email, SMS, web).
3. Data-visualization tool designed for healthcare providers that harnesses the power of Machine Learning (ML) to facilitate the discovery of novel patient health insights and augment patient care. The application creates rich visualizations of patient's longitudinal health data in a way that is easy to understand, using features of Amazon HealthLake like; Ingesting and storing Electronic Health Records (EHR) data from multiple sources together in FHIR format.



4. Medical transcription tool that helps healthcare providers transcribe audio notes in real time, extract key medical terms like protected health information (PHI), medical condition, anatomy, medication and tests, treatments and procedures and tag the data to their corresponding entities like ICD-10 and RX-Norm concepts. Automating the medical transcription and comprehension process make it easier for healthcare professionals to focus on patient care and reduce physician burnout.

5. In my most recent project, I'm building an end-to-end solution for the Autonomous Driving (AD) and Advanced Driver Assistance Systems (ADAS) industries, to support current pain-points in data ingesting, data management, data labeling and model development workflows to reduce complexity and speed up time to market.

DESIGN LEAD | HP (HEWLETT-PACKARD) | SAN DIEGO [May 2010 to Feb 2020](#)

At HP I worked closely with in-house designers, engineers, project managers, etc., to quickly develop various HP new businesses ventures generated in HP's R&D lab, including their release to commercial markets world-wide.

A big part of my work focused on driving efficiency by guiding cross-functional collaboration, facilitating research activities and creating needed infrastructure to support these practices.

In the last project I worked at HP, I led UX activities to improve the developer experience of APIs and other developer tools, available through the Link Technology platform.

www.linkcreationstudio.com

<https://developers.hp.com/>

SENIOR DESIGNER | GIZMO5 / Google | SAN DIEGO [April 2006 – December 2009](#)

Prior to HP, I led successful design efforts at Gizmo 5, where I collaborated with a small cross-functional team through the iteration, release and successful acquisition of the Gizmo 5 app (acquired by Google and became Google Voice). This included the desktop client for Windows, Mac and Linux ensuring a consistent and effective user experience. During this time, I also created the company brand and visual identity and successfully applied it in the company's multiple platforms and marketing collateral.

SENIOR WEB DESIGNER | LINSPIRE INC. | SAN DIEGO [October 2004 to April 2006](#)

At Linspire, I worked on the user-interface for Linspire OS and redesigned the installation process. I managed the design of the Crystal Linspire icon theme as well as the Linspire Kids icon theme. I created the CNR brand and CNR website. Designed the corporate identity package and designed the website for Lindows/Linspire, which is a Linux Operating System. I designed product packaging and other marketing materials.

CEO | 278Media Consulting Group, Inc. | SAN DIEGO [February 2003 to September 2004](#)

278Media was a design firm that provided design and photography services (from all types of printed materials to electronic media and website implementation).

SENIOR WEB DESIGNER | IPstrategy Inc. | SAN DIEGO [February 2001 to February 2003](#)

IP Strategy was a design consultancy headquartered in San Diego. This was the first company I worked for in the United States. The company specialized in creating impactful content strategy, design and user experiences through a collaborative approach with our clients.

I provided design strategy, web design, marketing support and print design.

ART DIRECTOR | El Sitio | MEXICO CITY [July 1997 to Feb 2001](#)

ElSitio.com was one of the first on-line portals created in México during the dot-com era. The company was headquartered in Buenos Aires Argentina, with offices in several countries in Latin America and the United States. It was an aggregator service that provided a continuous flow of links to news, sports, entertainment and political articles. I worked in the business development division that focused on providing consulting services to large businesses wanting to create an online presence.