

Joan DiMicco

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Overview

Joan is a passionate innovator who loves building technologies that connect and improve communication between groups. Her expertise spans mobile app design, B2B software, social media, data visualization, and collaboration technologies. She leads teams in user-centered, lean ideation methods through to the successful launch of new web and mobile products.

As Forrester's Vice President of Digital Customer Experience, she leads the strategy, design, and implementation of Forrester's digital product experiences. Forrester is a research and analysis firm and the digital experiences that Joan's teams build empower Forrester clients to discover insights and make timely decisions within the context of their role and situation.

Prior to joining Forrester, Joan earned her MS and PhD at the MIT Media Lab and was a Research Scientist at IBM, leading the Visualization and Behavior Group within the IBM Watson Research Center. She has published over 40 peer-reviewed articles, is a frequent public speaker, and her work has been written up in the New York Times, BusinessWeek, and CNN.

Experience

Vice President, Digital Customer Experience

Forrester Research

2013-present

Cambridge, MA

Reinventing the digital experiences of Forrester's products using user-centered design methods and a delivery-obsessed mindset.

- Directly manages the teams of Experience Design & UX, User Research & Analytics, Agile Product Owners, and Digital Content Production.
- Works with Enterprise Architecture and Product heads to establish the strategic, Agile roadmap for digital product enhancements, implemented by both in-house and external vendors.
- Responsible for the budget and the successful delivery of web/mobile capital expense projects.
- Launched and continues to run a quarterly Data Visualization Hackathon, to build design & development skills in-house and strengthen cross-department collaborations.
- Launched labs.forrester.com, as a platform for experimenting with new digital experiences and soliciting customer feedback.

Research Scientist & Manager

IBM Watson Research Center

2006-2013

Cambridge, MA

Led the Visualization and Behavior Research Group, within the IBM Watson Research Center.

- Built an internal social networking site for IBM. Over 65,000 IBMers joined in and shared a mix of personal and professional content. During the three years it ran as a pilot, we learned a lot about how to deploy and sustain social enterprise technologies.
- 4 patents filed with the USPTO in the domain of social media.
- Author of over 40 peer-reviewed publications, with over 2500 citations.

Research Scientist

Sun Microsystems

2005-2006

Burlington, MA

Postdoctoral Fellow

Harvard University, Department of Psychology

2005

Cambridge, MA

Research Assistant*MIT Media Lab***1999-2005***Cambridge, MA***Software Engineer***Open Sesame / Bowne Internet Solutions***1997-1999***Cambridge, MA***Web Developer***First Virtual Holdings, Inc.***1995-1997***San Diego, CA***Education**

PhD, MIT Media Lab

2005

MS, MIT Media Lab

2001

BS, Applied Mathematics, Brown University

1995**Skills**

Management

- Establish and oversee execution of a roadmap for new digital product experiences.
- Hire and manage UX, design, project management, development, and web production.
- Analyze user behavior and metrics for business decision-making and discovery of untapped opportunities.
- Establish a user-centered practice and mindset within teams.
- Use Agile software methodologies for a regular cadence of delivery of client-facing value.
- Introduce innovation frameworks and platforms to generate new ideas.

User Research / Experience Design / Technical Frameworks

- Qualitative and quantitative discovery research (interviewing, surveys, web/mobile analytics)
- Experience design: Storyboarding, Personas, Concept generation, Wireframing
- Experimental design: hypothesis driven A/B testing and behavioral analysis
- Data visualization design
- Programming languages: HTML, CSS, Java
- Web frameworks: J2EE, Python/Django
- Data analysis tools: SPSS, Excel, SQL, Google Analytics
- UX tools: Balsamiq, Optimizely, Usabilla

More Information

Project portfolio: <http://joan.dimicco.net>Publication history: <http://joan.dimicco.net/CV-dimicco.pdf>LinkedIn profile: <https://www.linkedin.com/in/joandimicco>