



## Charlotte Schwendeman, Principal, User Experience National Practice

With more than 20 years of experience in human factors, usability, user-centered design and development, and human-computer interaction for hardware, software, Web solutions, handheld devices, and kiosks, Charlotte leads one of Perficient's three company practices — the User Experience Practice. Charlotte defined and rolled out Perficient's user-centered approach to design and development in 2000. Since then, it has become a distinct differentiator for the company. Charlotte currently provides thought leadership in this area and keeps the company user-focused. She is also responsible for directing all aspects of the user-centered design approach Perficient takes in designing and developing solutions, including such things as architecting and continually re-architecting its User-Centered Design (UCD) methodology and techniques; mentoring User Experience Consultants; and defining and leading the UCD approach on major consulting engagements.



Before joining Perficient in 2000, Charlotte was a human factors scientist at IBM Corp. and later in IBM Global Services' National Usability Engineering Leadership Practice. Charlotte began her career at IBM in the software development labs providing human factors and usability expertise on printer design/development and office products — such as the DisplayWriter — and software, such as PROFS, DisplayWrite, OS/2, Office for the PC, and similar once-hot-and-now-long-forgotten end user, back-office, operating systems and device software, and client-server applications.

Recognized as a subject-matter expert (SME) at IBM, Charlotte was appointed to a Chair assignment as Curriculum Chair in Human-Computer Interaction (HCI) and Usability at IBM's "graduate school" in Manhattan where she designed and developed IBM's Human-Computer Interaction and Usability curriculum, its user-interface style (Common User Access or CUA) curriculum, and later its User-Centered Design curriculum. Charlotte taught UCD and usability engineering to thousands of developers throughout Europe, Japan, and North America. Charlotte co-authored IBM's User-Centered Design (UCD) approach and was a key member of the corporate team that developed and deployed UCD throughout IBM's software development labs and introduced it into IBM Global Services at the national level.

As a Principal in IBM Global Services, IBM's consulting division, Charlotte led UCD efforts for Tier 1 client engagements from Mercedes-Benz NA, Chrysler, Toyota, and Volvo; to the redesign of a football game for the IBM Consumer Products Division; to Burlington Northern Santa Fe Railroad; to MetLife. She was selected by the Atlanta Committee for the Olympic Games to head up the team tasked with designing and developing a kiosk used at the summer '96 Atlanta Olympic Games by athletes, the press, and volunteers.

Charlotte holds undergraduate and graduate degrees in English and literature. Her doctoral work is interdisciplinary in political philosophy and psychology. Charlotte has done extensive post-doctoral work in psychology and human-computer interaction (HCI) at the University of Michigan and in education at Harvard. She is a certified associate in project management through the Gartner Institute and a certified Human Factors Engineer.

A published author and frequent speaker, Charlotte has served for more than five years on the Conference Committee for the Usability Professionals' Association's (UPA) annual conference. She recently contributed a chapter on managing risk with the 3x3 iterative prototyping and usability testing method to the Righi/James book, *User-Centered Design Stories: Real-World UCD Case Studies*.

**ABOUT PERFICIENT** Perficient is a leading information technology consulting firm serving clients throughout North America. We deliver business-driven technology solutions that enable our clients to reach new markets and increase revenues, strengthen customer relationships, reduce operating costs, increase productivity and empower their employees. Perficient is world-class talent, delivering world-class technology, on time and on budget.



### CONTACT US

**Office**  
(314) 995-8809

**Mobile**  
(314) 308-1277

**Email**  
charlotte.schwendeman@perficient.com

**Online**  
www.perficient.com