



Martina Manhartsberger

✉ Email: mm@usability.at ☎ Phone: (+43) 6603166 🌐 Website: www.usability.at

PROFESSIONAL PROFILE

Senior UX & Usability Consultant

with 30+ years of experience in user research, interaction design, prototyping, usability testing and accessibility. Extensive experience in complex digital applications across finance, insurance, public administration and enterprise environments.

SELECTED CLIENTS & PROJECTS

User Research & Requirements

Methods: Interviews, Card Sorting

- Building security software (PKE)
- Media archive (ORF)
- Core insurance system (Generali, HDI Insurance)

UX/UI Concepts & Prototyping

Core insurance system (HDI) · CRM (FFG) · UI patterns for public administration applications (BRZ)

Usability Testing & Evaluation

Moderated and evaluated several hundred usability test sessions for clients including Erste Bank, Allianz, Flughafen Wien, Wien Energie, Österreich Werbung and Zurich Insurance.

UX Guidelines & Pattern Libraries

User research, development of UX guidelines and pattern libraries

- "Generali STYLE": UX style guide for core insurance system (Browser-based software)
- Buhl Data Services - "Tax Style Guide": Style guide for software "Tax" (Microsoft Windows)
- "MACH-Style guide": Style guide for core system of the Vienna Airport (browser-based software)
- Style guide for browser-based applications of the government of Lower Austria
- www.wien.at - Style guide for the website www.wien.at

Accessibility Evaluation

verbund.com, univie.ac.at, donau-uni.ac.at, kepleruniklinikum.at, lagerhaus.at, salzburg.gv.at, www.oerhub.at

Accessibility evaluations of websites and applications of the State of Salzburg on behalf of FFG

Further project examples:

<https://www.usability.at/e/references.html>

WORK EXPERIENCE

Interface Consult

City: Vienna | **Country:** Austria

[01/07/1995 – Current]

Senior UX & Usability Consultant

- UX Research & Requirements Engineering
- Usability Testing – moderation and analysis of several hundred test sessions
- UX/UI concepts and interaction design
- Low- and high-fidelity prototyping
- Information Architecture
- Accessibility Evaluation
- UX Guidelines, Design Patterns & Pattern Libraries
- Expert Reviews

University of Vienna

[01/07/1991 – 30/06/1995]

University Assistant at the Institute for Statistics and Informatics, Department of Applied Informatics

Research and teaching in Human-Computer Interaction

Vienna Software Publishing

City: Vienna | **Country:** Austria

[23/11/1987 – 30/06/1991]

User Interface Designer

User interface design and development for Windows-based office software

Hewlett Packard

[01/07/1985 – 15/08/1985]

Summer Internship

Development of a customer database for seminar administration

EDUCATION AND TRAINING

[06/07/1995]

PhD in Social and Economic Sciences

University of Vienna

[1984 – 1988]

Magister of Social and Economic Sciences

Technical University of Vienna

Studies in Business Informatics

CERTIFICATIONS

Court-Certified Expert in Computer Science

Certified Professional for Usability and User Experience – Foundation Level (CPUX-F)

LANGUAGE SKILLS

Mother tongue(s): German

Other language(s):

English

LISTENING B2 **READING** B2 **WRITING** B2

SPOKEN PRODUCTION B2 **SPOKEN INTERACTION** B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

HONOURS AND AWARDS

Software Ergonomics Award '95

Award for doctoral dissertation, *Software Ergonomics '95 Conference*, Darmstadt, Germany, 1995.

OTHER PROFESSIONAL ACTIVITIES

Software Development

Practical development experience with web applications (PHP, MySQL) and iOS applications.

Expert Reports

Expert opinions for courts and private clients; appraisal of grant applications for Wirtschaftsagentur Wien.

Teaching & Seminars

Lecturer at several Austrian universities and universities of applied sciences and seminar trainer for professional training organisations and corporate clients, including IIR, Austrian Computer Society and Austrian Academy for Executives.

Jury & Reviewing Activities

Jury member for Prix Multimedia Austria; reviewer for CHI.

SKILLS & TOOLS

UX Methods

User Research · User Interviews · Requirements Engineering · Usability Testing · Expert Reviews · Card Sorting · Information Architecture · Accessibility Evaluation

Technical Knowledge

HTML · CSS · JavaScript · PHP · MySQL

PUBLICATIONS

Selected Publications

Web Usability – Das Prinzip des Vertrauens, with Sabine Musil, Galileo Press, 2001

Book chapter in *E-Business Projekte. Warum sie scheitern und wie man sie zum Erfolg führt*, Galileo Press, 2002

Book chapter in *Web Creative*, SmartBooks, 2004