

Dipl.-Ing.ⁱⁿ (FH) Valentina-Johanna Baumgartner



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Date of Birth	Dec. 7 th , 1974

Education

1999 - 2003	FH Joanneum , Graz, Austria Informationsdesign Major: User Interface Design and Web Engineering
1993 - 1998	Karl-Franzens University of Graz Major: German Literature, Linguistics Minor: Mathematics, Gender Studies and Sociology
1985 - 1993	Bundesgymnasium , Bruck a. d. Mur

Work Experience

Since 2008	update software Germany GmbH , Frankfurt, Germany Director Pre-Sales - Responsible for the Pre-Sales team & department at update Director update.university - Responsible for the training department (update.university)
2005 - 2008	update Software AG , Vienna Responsible for - Product Management of the web application update.seven web - User Interface Design update.seven CRM-Suite
2004 - 2005	Drei, Hutchison 3G , Vienna Business Demand Management Business Unit: Quality Management and Terminals
2002/2003	AM+A, Aaron Marcus , Emeryville, CA (USA) Designer/Analyst Intern
1998 - 2003	mavas Webengineering Screenusability Computertrainings , Graz CEO
1995 - 1997	Computerlab of the Humanities University of Graz , Austria System Administrator, User Administrator, Training
1994	Tournee Theater Interim , Trier (D) Project Management

Classes Given as Trainer

2003 - 2006	Website Planning and Usability WIFI - Wirtschaftsförderungsinstitut der Wirtschaftskammer Austria
2000 - 2002	Programming with ASP; Internet and Databases; Usability; JavaScript and CSS Webakademie, Vienna
2001	Usability of Web Sites University of Bremen
1999	Image Editing with Photoshop 5.5 FH Joanneum, Graz
1998	MS Office Government of Styria
1998	Image Editing with Photoshop 4; HTML for Advanced Users Außeninstitut University of Graz
1997	Word for Scientific Writing University of Graz, Graz
1996	Creating Web Sites with HTML GewiLab, Graz

Further Education

08/2007 – 07/2008	Management Skill Training update software, HR Department
01/2007	Product Management for Software Development Dr. Georg Herzwurm and Dr. Wolfram Pietsch, Stuttgart
11/2006	Zukunftsgerichtete Lösungen mit .NET Framework 3.0 Swiss Software Solution Center, Rapperswil (CH)
11/2004	Embody the Matrix – Führen und Managen in komplexen Systemen Kornfeind und Teufelberger, Vienna
05/2002	Culture versus Design , Vienna Aaron Marcus, AM+A
12/2001	Project Management , Vienna Mag. ^a Jeanny Gucher, Primas Consulting
10/2001	Recommender Systems , Vienna Joe Konstan PhD, University of Minnesota
11/2001	Management Strategies , Vienna Ing. ⁱⁿ Mag. ^a (FH) Elvira Ilming, Austria Micro Systems

Publications

- 2004 **A Visible Language Analysis of User-Interface Design Components and Culture Dimensions**
Aaron Marcus, Valentina-Johanna Baumgartner, Eugene Chen, in: Visible Language 2004.
- 2004 **A Practical Set of Culture Dimensions for Global User-Interface Development**
Valentina-Johanna Baumgartner, Aaron Marcus, in: Proceedings APCHI 2004, 6th Asia-Pacific Conference on Computer-Human Interaction. ISBN: 978-3-540-22312-2
- 2003 **Kulturdimensionen für die Gestaltung und Analyse internationaler User Interfaces: Welche sind wichtig und nützlich?**
in: Peissner, M., Röse K.: Usability Professionals 2003. Berichtband des ersten Workshops des German Chapters der Usability Professionals Association. ISBN: 3-8167-6376-6
- 2003 **User-Interface Design and Culture**
Marcus, A., Baumgartner, V.-J., & Chen, E. (2003). In C. Stephanidis & J. Jacko, (Eds), Human-Computer Interaction: Theory and Practice (Part II) - Volume 2 of the Proceedings of the 10th International Conference on Human-Computer Interaction (HCI International 2003), Crete, Greece, 22-27 June (pp. 153 - 157). Mahwah, New Jersey: Lawrence Erlbaum Associates (ISBN: 0-8058-4931-9).

Skills and Personal Profile

Skills

- Preparation and execution of software presentations
- Software Product Management
- Requirements Engineering
- Expert in the area of CRM (Customer Relationship Management)
- Deep Knowledge of Telecom Processes
- Execution of Trainings and Workshops
- Mobile Business applications
- Usability Engineering
 - Intercultural Interface Design
 - Sitemaps and Diagrams
 - Labeling Systems
 - Web Usability
 - Prototyping
 - Use Case Writing
 - Task and function analysis and specifications
 - Inspection Methods
 - Heuristic Evaluation
 - Cognitive Walkthrough
 - Action Analysis
 - User Test Methods
 - Thinking-aloud Tests
 - Focus Groups
 - Field tests
 - Project Management
 - Usability Test Analysis

Strengths

- Highly motivated, reliable and self-dependent
- Analytic, structured and goal-oriented
- Cooperative spirit
- Assertive and communicative

Languages

- **Deutsch** (first language)
- **English** (excellent)
- **French, Spanish, Russian and Turkish** (Basics)

IT Skills

- Operating Systems
 - from DOS to Windows 7
- Programming Languages
 - HTML, XML
 - JavaScript, VBScript
 - CCS
 - ASP, PHP, JSP
 - Visual Basic for Applications
- Data Basis
 - SQL, MS SQL, MySQL
 - MS Access
- Web Server
 - Internet Information Server
 - Apache
- Other Software
 - Office Suite
 - update.seven (CRM)
 - Photoshop
 - Freehand / Quark
 - Fontographer
 - Cinema 4D
 - Flash
 - Visio

Special Skills

- Broad knowledge
- Keen perception
- Entrepreneurial thinking
- Excellent presentation skills

Private

- Climbing
- Running