

# Curriculum Vitae

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## Ingrid Tofte

Partner

Experience Strategist/Designer

Tel: +47 4145 8066

Mail: [ingrid@15meanings.no](mailto:ingrid@15meanings.no)

Born: Haugesund, 1970. *Norwegian*

Married, two children.

Skills: Experience strategy and design, concept development, interaction design, information architecture, usability, user research.

Languages: Fluent in Norwegian and English, intermediate German and Spanish.

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### YEAR

### EXPERIENCE

Oct 2008 –

**15 Meanings** - Partner, Experience Strategist/Designer

2008

**Logica** - Senior Interaction Designer

May 2002 – 2008

**WM-data a Logica CMG Company** - Senior Interaction Designer

2000 – 2002

**IconMedialab** (IconMedialab Norway was acquired by WM-data in May 2002) - Team Manager/Interaction Designer

1997– 2000

**Mogul Media/Mogul.com** - System Architect

1996 – 1999

**The National Committees for Research Ethics in Norway** - Web Master

1995 – 1997

**Cybernetisk Selskab** - Web Master

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### YEAR

### EDUCATION

1994 – 1998

**University of Oslo** Department of Informatics - Bachelor

1991 – 1993

**University of Bergen** Philosophy, Psychology and Social Anthropology

YEAR	PROJECTS IN BRIEF
2010	<b>Statoil Annual Report 09</b> (in progress) Description: Online Annual Report. Roles: Experience strategy and design, interaction design.
2009-	<b>Cappelen Damm</b> (in progress) Description: E-Commerce solution. Roles: Experience strategy and design, usability consultancy and QA design.
2009	<b>Trafikanten</b> Description: Traffic information display, website design, poster design Roles: Experience design, interaction design and information design
2009-	<b>Telenor Mobile</b> (in progress) Description: Development of various interactive services (web, mobile, television). Roles: Experience strategy and design, usability consultancy and QA design.
2008	<b>StatoilHydro</b> Description: Web portal. Roles: Experience strategy, concept development and interaction design.
2008-	<b>Norwegian State Educational Loan Fund (Lånekassen)</b> (in progress) Description: Self-service and web portal. Roles: Experience strategy and design, concept development, interaction design and QA usability.
2008	<b>The Norwegian Pollution Control Authority (SFT)</b> Description: E-Commerce solution for selling CO2 quotas to consumers. Roles: Concept development and interaction design. <a href="http://www.sft.no/co2">http://www.sft.no/co2</a>
2008	<b>Egmont Norway</b> Description: E-Commerce solution. Roles: Concept development and art direction, usability testing. <a href="http://www.univers.no">http://www.univers.no</a>
2007	<b>The Norwegian Medical Association (Den norske legeforening)</b> Description: Extranet for members. Roles: User research, QA design.
2007	<b>Utdanning.no</b> Description: Digital learning resources for secondary school. Roles: Concept development and interaction design, usability testing.
2007	<b>BI Norwegian School of Management</b> Description: Development of intranet. Roles: Concept development and interaction design

2006 - 2007	<p><b>StatoilHydro self-service portal</b>  Description: Global portal based self-service and request handling system for all Statoil employees. One single point of contact for employees requesting services.  Roles: Experience strategy, concept development, interaction design, usability testing.</p>
2005 – 2006	<p><b>Vinmonopolet</b>  Description: Development of web shop.  Roles: Design of buying process, concept development, interaction design.  <a href="http://www.vinmonopolet.no">http://www.vinmonopolet.no</a></p>
2005 – 2006	<p><b>Lindorff</b>  Description: Development of intranet and internet for the Nordic and Baltic countries.  Roles: Concept development, interaction design, usability testing.  <a href="http://www.lindorff.no">http://www.lindorff.no</a></p>
2005 – 2006	<p><b>Sykehuset Telemark (STHF)</b>  Description: Development of web-portal for regional hospital.  Roles: Concept development, interaction design.  <a href="http://www.sthf.no">http://www.sthf.no</a></p>
2005 – 2006	<p><b>The Norwegian Pollution Control Authority (SFT)</b>  Description: Development of internet with special focus on accessibility and semantic content creation.  Roles: Concept development, interaction design, usability testing.  <a href="http://www.sft.no">http://www.sft.no</a></p>
2005- 2006	<p><b>The Norwegian Pollution Control Authority (SFT)</b>  Description: Business Governing/Management System (<i>Website: N/A</i>)  Roles: Interaction design, usability consulting</p>
2004	<p><b>BI Norwegian School of Management</b>  Description: Development of web portal and regional websites.  Roles: Concept development, interaction design.  <a href="http://www.bi.no">http://www.bi.no</a></p>
2002 – 2003	<p><b>State of the Environment (Miljøstatus)</b> (Pollution Control Authority)  Description: Development of web portal, regional and local websites.  Roles: Information architecture, interaction design, usability testing.</p>
2001-2003	<p><b>Telenor Avidi, Telenor Plus, Telenor Satellite Broadcasting, Telenor Brand Book, Telenor Coloursat</b>  Description: Miscellaneous Internet Portals for Telenor - Norway's largest telecom company and one of the largest mobile operators worldwide.  Roles: Concept development, interaction design, art direction.</p>
Past projects include:	<p><b>Websites:</b>  Ab-porten (2001)  Gilde (2001- 2002)  Tiger Auction (2001)  Compaq (2001)</p>

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YEAR	AWARDS
2008	Winner in category "Best Process Improvement and Innovation" in "Shared Services Excellence Awards" in Barcelona (StatoilHydro)
2007	The Norwegian Designer's Guild (Grafill), Visuelt, Gold Interactive Media <a href="http://www.vinmonopolet.com">http://www.vinmonopolet.com</a>
2007	Winner in category "The most advanced automation of a shared services organisation" in "Shared Services Excellence Awards" in Prague (StatoilHydro)
2006	Norge.no, Web site of the year <a href="http://www.sft.no">http://www.sft.no</a>
2006	Norwegian Design Council (NDC), Award for Design Excellence <a href="http://www.vinmonopolet.no">http://www.vinmonopolet.no</a>
2004	Norwegian Design Council (NDC), Award for Design Excellence <a href="http://www.bi.no">http://www.bi.no</a>
2003	Norwegian Council of Communication, Website of the year <a href="http://www.miljostatus.no">http://www.miljostatus.no</a>
2003	The Norwegian Designer's Guild (Grafill), Visuelt, Diploma, Interactive Media <a href="http://www.telenorsbc.com">http://www.telenorsbc.com</a>

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YEAR	CONFERENCES
2008	Presenter at Yggdrasil 2008, Lillehammer: "Meaningful design. Competitive Advantage through Ethics"
2008	Presenter at IASummit, Miami FL: "The Impact of Social Ethics on IA and Interactive Design"
2007	Poster presentation EuroIA, Barcelona: "The Art of Selling Alcohol in Norway"
2006	Presenter at NordiCHI, Oslo: "Faceted Navigation and Search for E-Commerce"