

Curriculum Vitae

Ingrid Tofte

Partner

Experience Strategist/Designer

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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.

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

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

2006 - 2007	<p>StatoilHydro self-service portal 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>Vinmonopolet Description: Development of web shop. Roles: Design of buying process, concept development, interaction design. http://www.vinmonopolet.no</p>
2005 – 2006	<p>Lindorff Description: Development of intranet and internet for the Nordic and Baltic countries. Roles: Concept development, interaction design, usability testing. http://www.lindorff.no</p>
2005 – 2006	<p>Sykehuset Telemark (STHF) Description: Development of web-portal for regional hospital. Roles: Concept development, interaction design. http://www.sthf.no</p>
2005 – 2006	<p>The Norwegian Pollution Control Authority (SFT) Description: Development of internet with special focus on accessibility and semantic content creation. Roles: Concept development, interaction design, usability testing. http://www.sft.no</p>
2005- 2006	<p>The Norwegian Pollution Control Authority (SFT) Description: Business Governing/Management System (<i>Website: N/A</i>) Roles: Interaction design, usability consulting</p>
2004	<p>BI Norwegian School of Management Description: Development of web portal and regional websites. Roles: Concept development, interaction design. http://www.bi.no</p>
2002 – 2003	<p>State of the Environment (Miljøstatus) (Pollution Control Authority) Description: Development of web portal, regional and local websites. Roles: Information architecture, interaction design, usability testing.</p>
2001-2003	<p>Telenor Avidi, Telenor Plus, Telenor Satellite Broadcasting, Telenor Brand Book, Telenor Coloursat 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>Websites: Ab-porten (2001) Gilde (2001- 2002) Tiger Auction (2001) Compaq (2001)</p>

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 http://www.vinmonopolet.com
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 http://www.sft.no
2006	Norwegian Design Council (NDC), Award for Design Excellence http://www.vinmonopolet.no
2004	Norwegian Design Council (NDC), Award for Design Excellence http://www.bi.no
2003	Norwegian Council of Communication, Website of the year http://www.miljostatus.no
2003	The Norwegian Designer's Guild (Grafill), Visuelt, Diploma, Interactive Media http://www.telenorsbc.com

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"