

Margrét Dóra Ragnarsdóttir

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Margret Dora (Maggá Dora) has a degree in psychology and computer science and is primarily interested in using IT to improve lives. She has been working in IT for the past 13 years and has placed herself firmly on the border between users and technology. As an analyst, usability specialist and interaction designer she has taken the side of the user and defended her in the software development process.

EDUCATION

1994 – 2003 [University of Iceland](http://www.hi.is) (www.hi.is)

M.Sc. Computer Science 2003. Thesis: *Do You Copy? Using Language Technology to Support Communication in Air Traffic Control.*

B.A. Psychology 1998. Thesis: *Áhrif sársauka á frammistöðu á taugasálfræðilegum prófum* (The effects of pain on performance in neuropsychological tests).

WORK EXPERIENCE

Industry

07/2006 – 01/2012 [Siminn](http://www.siminn.is) (Iceland Telecom) (www.siminn.is)

Siminn is the incumbent telecommunications company in Iceland with around 200.000 customers. It offers mobile, fixed line, internet and digital tv services to corporate and residential markets.

User Experience Designer

- *Lead designer* in a redesign of internal user interfaces for frontline staff.
Did user research, design of flows and interactions, lead the implementation of the resulting user interface with developers and delivered it into the hands of the users.
Results include: Servicing prepaid customers required 5 interfaces, now only requires one. Servicing new internet customers required expert users around 3 minutes per order. Now novice users can execute same order in less than a minute.
Published two articles at international conferences on this project (see below).
- *Lead designer* in a redesign of Siminn's intranet
This resulted in an intranet that became widely known in corporate Iceland. So many companies wanted to come and learn from our experience that we set up a course (see below).
- Responsible for the usability of Siminn's internal and external web user interfaces.
This included defining the usability guidelines for Siminn and educating designers and developers in human factors.

04/2006-04/2007 [Marimo](http://www.marimo.is) (www.marimo.is)

Marimo is a company that provides highly experienced consultants in software development.

Co-founder.

Co-founder and main strategist.

04/2004-07/2006 [Calidris](http://www.calidris.com) (www.calidris.com)

Calidris analyses booking records for airlines to help them make better use of their seats and thus manage their income better..

Configuration and Change Manager

- Configuration and change management in which included setting up bug tracking and formal processes in customer relations.
- Project management of software development projects, working with customers and development teams.
- Deployment management, which included overseeing deployments of software releases to customers such as Finnair, British Airways and Emirates.

02/2003-04/2004 [Hex Software](http://www.hex.is) (www.hex.is)

Hex developed voice user interfaces and in the process the first Icelandic speech recognition software

Director of Character Creation and Usability

Design voice user interfaces for clients to enable their customers to access information through a phone.

1998-2002 [OZ Communications Inc](http://www.oz.com) (www.oz.com)

OZ developed a mobile instant messaging solution developed in close conjunction with L.M. Ericsson. Earlier it worked on 3D virtual reality also for Ericsson.

12/1999-07/2002 *Product Manager*

Product Manager with usability and requirements management as a special responsibility. Worked closely with Ericsson on

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definition and implementation of the product.

09-12/1999 *Community Manager*

Analysed internet Communities and their application in the corporate environment.

05-09/1999 *Technical Writer*

Editor of the online help for the World Editor (an in-house 3D virtual reality editor).

06-09/1998 *Character Creator*

Creation of Intelligent Agents.

Academic

08/2003 – 04/2012 [University of Iceland](http://www.hi.is) (www.hi.is)

Department of Industrial Engineering, Mechanical Engineering and Computer Science

2006- *Adjunct professor*

- Act as a liaison between the department and industry in developing computer science education at the university.

2003- *Lecturer Graduate Course*

- Responsible for *the graduate course* on Human Factors.

09-12/2002 [Massachusetts Institute of Technology](http://web.mit.edu) (web.mit.edu)

Department of Aeronautics and Astronautics

Research Assistant

Assistant to Prof. John Hansman in studying the influence of new technology on oceanic air traffic control.

PUBLICATION

2010, [Untangling the mess – A redesign of a technical environment for a telecommunication company call centre. Part II: Capturing a valid order for a telecommunication service.](#) Proceedings of the 6th Nordic Conference on Human-Computer Interaction: Extending Boundaries (<http://portal.acm.org/citation.cfm?id=1868914.1869047&coll=DL&dl=GUIDE&CFID=15130230&CFTOKEN=78661665>)
2008, Untangling the mess – A redesign of a technical environment for a telecommunication company call centre. Part I: Understanding user needs. [Proceedings of NES 2008](#) (www.nes2008.is).

I have written for various journals and periodicals, including Tölvuheimur (PC World Iceland). More details/examples on request.

PRESENTATIONS

2012, Hvernig skal vinna ástir notenda (How to earn your users love). Talk given at a luncheon by [Félag Tölvunarfræðinga](#) (The Computer Scientist Society) – www.ft.is
2012, Hvernig á að losna við heimska notendur (How to get rid of stupid users). Talk given at the [SKY](#) (The Icelandic Computer Society) [annual conference](#) – www.sky.is
2010, Product management (with Haukur Ingi Jónasson). A 6 part course given to business analysts at Arion Bank on behalf of [Endurmenntun](#) – www.endurmenntun.is.
2010, Lífandi vettvangur – það er Síminn (The Siminn intranet as an interactive venue). Talk given at a [conference on corporate intranets](#) held by [SKY](#) (The Icelandic Computer Society) - www.sky.is. With Harpa Rós Jónsdóttir.
2010, [Innri vefir fyrirtækja og stofnana - hönnun, skipulag, notagildi og rekstur](#) (Corporate intranets, design, organization, usability and maintenance). A half-day course given with Harpa Rós Jónsdóttir at [Endurmenntun](#) (University of Iceland's Institute of Continuing Education) - www.endurmenntun.is.
2009, [Mind control – practical application](#) on [TEDx Reykjavik](#) – www.tedxreykjavik.com
<http://tedxtalks.ted.com/video/TEDxReykjavik-Margrt-Dra-Ragnar>

I am a popular speaker and have organised short courses on request. More details/examples on request.

AWARDS

2011, awarded best mobile website (m.siminn.is) and nominated for best Icelandic corporate website for www.siminn.is at the [Icelandic Web Awards](#) – www.svef.is. As a part of the web department behind these websites.

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2010, nominated for best Icelandic corporate website for www.ring.is at the Icelandic Web Awards and the NEXPO Web Awards. Also nominated at NEXPO for best mobile website (m.siminn.is) and best social presence (for both www.siminn.is and www.ring.is). As a part of the web department behind these websites.

2009, awarded best Icelandic web 2008 and best user interface awarded to www.siminn.is at the Icelandic Web Awards. As a part of the web department behind these websites.

2008, awarded best local project on incorporating ergonomics in the workplace awarded to Redesign of a technical environment for a telecommunications company call center at [NES 2008](#). Lead designer.

LANGUAGE

Icelandic; native with experience as a columnist and translator.
English; fluent.

Danish (Scandinavian); good.
German; fair.

INTERESTS

Human Factors and Design: Studying how the human factor must be taken into consideration in design of equipment and machinery. I'm passionate about design, especially where function meets beauty.

Photography: I'm an amateur photographer (<http://www.tabblo.com/studio/person/mdr/>).

Travelling: I love to travel to exotic places and combine this interest with the one above.

Music: Studied piano as a kid/teenager and sang in choirs.

REFERENCES

Anna Björk Bjarnadóttir (anna@siminn.is, +354-863-6760). Vice president of technology, [Siminn](http://www.siminn.is) – www.siminn.is.

Magnús Ingi Óskarsson (mio@calidris.com, +354-899-1234). Strategic Architect, [Sabre Airline Solutions](http://www.sabre.com) - www.sabre.com.

Thorarinn Stefansson (toti@mobilitus.com, +354-864-6693), CEO [Mobilitus](http://www.mobilitus.com) - www.mobilitus.com.

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