

Jade Burke



Getting a client's message across to a customer in an online forum is often very difficult. There are a lot of factors that people don't take into account -- especially online usability.

I use tools that help me accomplish my goals without causing additional work or clutter. I won't buy anything that isn't proven or doesn't come highly recommended.

Contact

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Age: 28

Education: BA in English Literature;
minor in CS

Goals

1. Achieve maximum efficiency to reduce stress on the company (dot com impact).
2. Maintain a high level of quality in the resulting web sites.

Background

Jade Burke graduated five years ago from the University of Toronto. She was hired immediately by WebWorks to write content for their web projects. WebWorks is a very small company, with less than 25 employees. Jade's job description actually covers about 1/3 of her daily tasks.

Although her computer knowledge is quite high, Jade's focus on content rather than code means that she spends most of her time considering what customers want to know when they hit a website.

Jade is single and has an active schedule. She participates in a local theatre group, bicycles in the summer, and takes aerobics in the winter.

She has a downtown apartment and walks to work every day.

Her perfectionist nature is reflected in everything she does: from the creases in her pants to her minimalist code at work, Jade's main concern is getting a job done right the first time.

Working for a web company gives Jade access to bleeding-edge software and computer systems. A real net addict, Jade is always checking a wide variety of sites to see what the competition is producing. She often makes interface suggestions to the back-end coding team.

"I don't have a lot of time to waste on software that doesn't perform as advertised," says Jade.

Macromedia's outstanding reputation led Jade to try HomeSite as a demo. She was impressed, and within a few months, she had everyone in the office convinced that the product was the best option for WebWorks.

HomeSite minimizes the amount of duplicated effort that goes on when coders and writers misunderstand the scope of their assignments. The code snippet functionality is a real time saver for WebWorks.

Jade especially appreciates the verification functionality, as it double-checks everyone's work and ensures a higher quality product.

Although the product is excellent, WebWorks has contacted Macromedia's technical support for issues with functionality. Jade is impressed with their professional service and quick response times.