

Margrét Dóra Ragnarsdóttir

Skipholt 15, IS-105 Reykjavik, Iceland ~ maggadora@gmail.com ~ +354-824-4688 ~
www.twitter.com/maggadora ~ www.linkedin.com/pub/margret-dora-ragnarsdottir/b/552/48a ~ www.maggadora.com

Margret Dora (Magga Dora) has a degree in psychology and computer science and is primarily interested in how people use computers and technology. She has been working in IT for the past 12 years and has placed herself firmly on the border between users and technology. As an analyst, requirements manager, usability specialist and interaction designer she has taken the side of the user and defended her during the 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: *Ábrif sársauka á frammistöðu á tangasálfræðilegum prófum* (The effects of pain on performance in neuropsychological tests).

1989 – 1993 [Commercial College of Iceland](http://www.verslo.is) (www.verslo.is)

Matriculation as a Science major.

WORK EXPERIENCE

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

Usability specialist

Lead designer in a redesign of internal user interfaces for frontline staff.

Responsible for the usability of Siminn's internal and external web user interfaces.

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

Faculty of Industrial Engineering, Mechanical Engineering and Computer Science

2006- *Adjunct professor*

2003- *Lecturer Graduate Course*

Responsible for the graduate course on Human Factors.

Regular guest lecturer on usability at the undergraduate User Interface Programming course.

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

Co-founder.

Co-founder and main strategist.

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

Configuration and Change Manager

Responsible for configuration and change management in Calidris' software. Project management of software projects and 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)

Director of Character Creation and Usability

Responsibilities included designing voice user interfaces for clients to enable their customers to access information through a phone.

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.

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

12/1999-07/2002 *Product Manager*

Product Manager for iPulse, with usability and requirements management as a special responsibility. iPulse was a mobile instant messaging solution developed in close conjunction with L.M. Ericsson.

09-12/1999 *Community Manager*

Analyzed 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).

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06-09/1998 **Character Creator**

Creation of Intelligent Agents.

1997-1998, [University of Iceland](http://www.hi.is) (www.hi.is) Department of Psychology

09-12/1998 **Head Lecturer**

Oversaw the lecturers of the Work Methods in Psychological studies course.

09/1997-12/1998 **Teachers' Assistant**

Introduction to Psychology.

Perceptual Psychology.

09/1997-12/1998 **Research Assistant**

Assisted, among others Prof. Jörgen Pind, with research (administration of research and analysis of data).

09-12/1997 **Lecturer Undergraduate Course**

Work Methods in Psychology Studies.

PEER REVIEWED PUBLICATION

2010, The Conception of Clinically Functional Software. With K.S. Kristjánsdóttir. Workshop at [EFMI STC 2010](http://www.sky.is/atburdir/efmi-stc-2010) (<http://www.sky.is/atburdir/efmi-stc-2010>).

2010, Can Electronic Health Record Users in Iceland Prescribe Interprofessional Treatment Plans? A Pragmatic Use of Clinical Vocabularies and User Centered Design. With K.S. Kristjánsdóttir, C. Delaney, and B. Westre. Poster short presentation at [EFMI STC 2010](http://www.sky.is/atburdir/efmi-stc-2010) (<http://www.sky.is/atburdir/efmi-stc-2010>).

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](http://www.nes2008.is) (www.nes2008.is).

2006, Using Language Technology to Increase Efficiency and Safety in ATC Communication. [Journal of Aerospace Computing, Information, and Communication, 1542-9423 vol.3 no.12 \(587-602\)](http://www.aiaa.org/content.cfm?pageid=406) (<http://www.aiaa.org/content.cfm?pageid=406>). With Hvannberg, E.Th., and Waage, H.

2003, Language Technology in Air Traffic Control. [Proceedings of DASC](http://www.dasconline.org/) (<http://www.dasconline.org/>).

With Hvannberg, E.Th. and Waage, H.

2003, Impact of Operating Context on the Use of Structure in Air Traffic Control Cognitive Processes. [Proceedings of ATM2003](http://atm2003.eurocontrol.fr/) (<http://atm2003.eurocontrol.fr/>). With Davison, H., Histon, J. and Hansman, R. J.

OTHER PUBLICATION

1998-2005, A journalist and regular columnist for *Tölvuheimur* (*PC World Iceland*).

1999, *Bókin um PsyScope*, (The book on PsyScope - <http://psyscope.psy.cmu.edu/>) with Olason, D., Halldorsdóttir, Th. H. and Pind, J.

1998-9 Translator of a self-learn book series:

'Heimasíður – Á eigin spýtur' (translated from English, '10 Minutes Guide to Making Homepages') on making homepages.

'Windows 98 – Á eigin spýtur' (translated from Danish, 'Windows 98 – Lær det selv') on Windows 98.

PRESENTATIONS

2010, Nytsemi á hlaupum (Fast usability). Tutorial given at [SKY](http://www.sky.is) (The Icelandic Computer Society) - www.sky.is. With Birna Íris Jónsdóttir and Marta Kristín Lárusdóttir.

2010, Getur Scrum verið nýtsamt? (Can scrum be usable?) Talk given at a luncheon meeting at Reykjavik University held by ICE-ROSE and Agile.is.

2010, Lifandi vettvangur – það er Síminn (The Síminn intranet as an interactive venue). Talk given at a [conference on corporate intranets](#) held by [SKY](http://www.sky.is) (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,

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organization, usability and maintenance). A half day course given with Harpa Rós Jónsdóttir at [Endurmenntun](http://www.endurmenntun.is) (University of Iceland's Institute of Continuing Education) - www.endurmenntun.is.
2009, The Siminn intranet. Talk given at a breakfast meeting on corporate intranets held by [TM Software](http://www.tmssoftware.is) - www.tmssoftware.is.
2009, [Mind control – practical application](http://www.tedxreykjavik.com) on [TEDx Reykjavik](http://www.tedxreykjavik.com) – www.tedxreykjavik.com
<http://www.youtube.com/watch?v=BXC0hqze718&feature=Playlist&p=A046A4C0C8668A6A&index=9>
2008 and 2009, [Viðmótsbönnun](http://www.openuniversity.is/) (User interface design), a part of the course on Web Management at [Opni Háskólinn](http://www.openuniversity.is/) (Open University at Reykjavik University) – <http://www.openuniversity.is/>.
2008, [Athygli](http://www.svef.is) (Attention) [Icelandic Web Awards](http://www.svef.is) – www.svef.is
2008, [Þetta virkar!](http://www.stjornvisi.is) (It works!). Luncheon by the special interest group on software testing by the [Icelanding management association](http://www.stjornvisi.is) – www.stjornvisi.is
2007, [Að vera notalegur: Hvað gera nytsemisráðgjafar?](http://www.resextena.org/) (Being usable: What do usability specialists do?). [Res Extensa](http://www.resextena.org/) - <http://www.resextena.org/>
2007, [Nytsemisráðgjafingur](http://vinnis.is/) (Usability expert). Breakfast meeting at [Vinnís](http://vinnis.is/) (The Icelandic Ergonomics Society) - <http://vinnis.is/>
2006, [Hvern má ég kynna? Að hanna fyrir sinn markbóp](http://www.teris.is/) (Who may I introduce? Designing for your usergroup.) Workshop for designers of the Icebank online banking department (later <http://www.teris.is/>).

AWARDS

2009, 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 this website, focusing on customer self-service.
2008, 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](http://www.nes2008.is). Lead designer.

SERVICE

2009- Public relations chair for [NordiCHI 2010](http://www.nordichi2010.org) – www.nordichi2010.org
2008- Founding member of [Arctic Girl Geek Dinner](http://taeknitatur.hexia.net) ([Tækniátur](http://taeknitatur.hexia.net) – <http://taeknitatur.hexia.net>) a [Girl Geek Dinner](http://girlgeekdinners.com) group – <http://girlgeekdinners.com>.
2000-2002, [Konur til forystu og jafnara námsval kynjanna](http://www.konurtilforystuogjafnara.namsval.kynjanna.is)
An equal rights project run by the University of Iceland and the Equal Rights Commission in Iceland. Representing the Ministry of Education.
2000-2001 Head of the [OZ FunnyCommittee](http://www.ozemployees.is) (Society of OZ Employees).

LANGUAGE

Icelandic; native with experience as a journalist and translator. Danish (Scandinavian); good.
English; fluent. German; fair.

INTERESTS

Human Factors and Design: Studying how the human factor must be taken into consideration in design of equipment and machinery.
Design: 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 for a long time and sang in choirs.

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REFERENCES

Ebba Thora Hnannberg, (ebba@hi.is, +354-897-9196). Prof. of Computer Science, [University of Iceland](http://www.hi.is) – www.hi.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.

Updated 07/06/10