

# floraGo

flora peabody goldthwaite

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## objective

To work with remarkable people leading creative teams and projects.

## summary

Extensive experience in PM and UX design roles leading complex and creative cross functional projects through all phases of development.

## experience

**Principal** [floraGo.net](#) Seattle 2011-present

Foresight, creative consulting & vision strategy.

**Senior Program Manager** Microsoft: Strategic Prototyping 2000-2011

Together with key stakeholders created presentations and prototypes that embodied the company's dreams for future computing and technology.

Key accomplishments

- Ran all phases of complex projects including: vision, mission, plan of record, production, and deployment.
- Produced demos, stage shows, exhibits, videos and immersive prototypes that envisioned technological enhancements 3-15 years out.
- Managed the vision, content and user experience for the [Microsoft Home](#); a world class future envisioning facility. At the time of my departure, the Microsoft Home was the highest rated session offered to business guests.
- Led presentations and collaborations with Microsoft senior leadership, global thought leaders, VIP's, Press, and Microsoft partners & customers.
- Guided tours of the [Microsoft Home](#) conveying Microsoft's vision and technology trajectories. Received Performance Excellence Speaker Award.
- Created intellectual property with 12 [patents held](#) and 5 pending.

Responsibilities included leading

- Project initiation: Scope, requirements, research and analysis.
- Plan of record: Ideation, concept and scenario development, proposals, functional specs, scheduling, budgeting.
- Design: Oversee of creative, design, UX direction and management.
- Project management: Scheduling, flow, risk and change process management, triage, project status updates and buy-off.
- Production: Resource management, cross discipline coordination, triage and risk management.
- Deployment: Operations readiness for hardware and software exhibits, storytelling, messaging, and PR.
- Maintenance: Process for updates and bug fixes.
- Developed and maintained relationships with key stake holders for input and feedback for successful outcomes.
- Mentored new and junior employees.

**Design Manager** Microsoft: Business and Enterprise Division UA 1998-2000

Led the design team responsible for the strategic and tactical user experience, visual design and interaction within online user assistance.

**Lead Designer** Microsoft: Windows Systems User Assistance 1990-1998

User experience for: Windows 95- Help Workshop UI, Small Business Server 3.0, Broadcast PC-TV, Windows NT and Back Office, MS-DOS.

**Founder/Principal** Sparks Design Seattle, 1985–1990

Clients included: METRO, Microsoft, and Seattle Parks Dept.

## interests

My interests are many, including:

Community, family, travel, nature, the arts, fun, humor, and...

I love people. Getting to know them, what they're thinking about, where they've been, where they're going, how they connect to the bigger picture.

I believe in putting social accountability at the center of business. We are creating the future. Let's make choices that will benefit us all and tell a beautiful story of how it will be.

Gallup StrengthsFinder: WOO, Connectedness, Maximizer, Futuristic and Positivity.

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