

QUALIFICATIONS

Solution-driven user interface design specialist offering experience leading all stages of product design including, strategy and planning, requirements gathering, information architecture, design, development, QA and usability testing, and support.

- Effectively combine design and business skills to create products that support the key business goals while meeting the needs of the end-user.
- Strong knowledge of human factors and user interface design processes and methodology.
- Comprehensive understanding of client and server side environments.
- Effectively deliver products and services for businesses representing a breadth of sizes and industries.
- Excellent leader and communicator with the ability to coordinate project-based initiatives while motivating and leading project teams.
- Passion for creating memorable products that touch people emotionally.

AREAS OF EXPERTISE

Client relations

Strategic planning

Requirements gathering

User segmentation and persona creation

Flow diagramming

Wireframe development

Functional requirements and use case development

Prototyping

Site metrics

Usability testing

PROFESSIONAL EXPERIENCE

User Experience Design Consultant / October 2004 – Present

Owner and principal of 120 Movements, Inc., an experience design consulting firm providing strategy, design, and research services that create compelling and intuitive user experiences.

- Work with clients to produce successful end to end product design strategies through understanding customer goals and tasks and business and functional requirements.
- Create learning plans and lead informative research to develop personas, scenarios, creative briefs, and product design requirements.
- Create architectural and interaction models, flow and navigation maps, storyboard and wireframes, detailed level design specifications, and click-able prototypes for easy to use interfaces and interactions.
- Plan and conduct appropriate testing methodologies, including usability, surveys, A/B, and more. Deliver insightful analysis and make actionable recommendations.

SAMPLE CLIENTS

Intuit

Worked on several projects within a variety of Intuit product teams including, QuickBooks, Quicken, and Strategy and Innovation to prepare, design, and support new product releases.

Yahoo!

Worked within the Search & Marketplace UED team to develop product design strategies and design user interfaces for the Yahoo! Shopping product.

Worked within Method, Yahoo!, and a partner production company to define, design, and build a Sales Intranet for the Yahoo! Advertising Sales team.

Seagate Technology

Worked with internal business, design, and technology teams to create an online presence supporting the international reseller loyalty program launch.

America Online (AOL)

Responsible for all aspects of UI design for an OS-based storage application, Radio@AOL and Radio@AOL.com products.

Goodby, Silverstein & Partners / July 2002 – June 2004

Lead Information Architect / Account Planner

Worked with clients and internal teams to develop online strategies, and create and implement innovative and engaging online experiences. Responsibilities included conducting research to determine user needs, delivering creative brief, creating scenarios and use cases, developing architectural concepts, and documenting flow diagrams, wireframes, and functional specifications. Led usability planning to measure site effectiveness and created actionable plan for ongoing enhancements.

- Played integral role in developing online strategy and design of Saturn.com. Required extensive integration with multiple third-party systems.
- Worked with internal team and partner development teams to create an award winning digital photography online experience for Hewlett-Packard that allowed users to browse through a gallery of user generated stories or upload their own photos and share their experiences. The design supported a global launch in 14 countries and 16 languages.
- Created micro-site for Hewlett-Packard's enterprise customers allowing them to access and download critical business information, while also providing a clear path to additional resources on hp.com.
- Led UI re-design for Asian Art Museum's online experience, with specific focus on a new calendaring tool and integration with IBM's collection management system.

Clients included: Saturn Corporation, HP Consumer, HP Enterprise, Asian Art Museum

Razorfish (Avenue A | Razorfish) / March 2000 – July 2002

Information Architect

Collaborated with Experience Design teams to create and implement new design ideas and technologies that fostered growth for businesses. Played interregnal role as UI specialist on global team specializing in wireless experiences for Fortune 500 companies.

- Designed a wireless and web application for a major telecom company that allowed consumers to personalize their mobile phone content through a web portal. Required knowledge of WMA and CDMA technologies.
- Played a critical role in designing the user interface for a large scale business intelligence portal, project tracking system, budget tool and data warehousing system for an industry leader in biotechnology.
- Design lead for Cisco's online experience for partners and resellers. Required extensive collaboration with Experience team responsible for re-design of Cisco.com in tandem.
- Designed and prototyped an enterprise wide mobility solution for Sun Microsystems that provided service technician the ability to track product problems and provided access to technical information.
- Key player in development and presentation of new business initiatives.

Clients included: Genentech, Cisco, Sun Microsystems, Charles Schwab, Vodafone

AWARDS

HP+YOU

One Show / Merit, *Interactive*

How Interactive Design Annual / Merit, *Consumer Websites*

The American Business Awards / Best Online Campaign, *Stevie Award*

HP Adaptive Enterprise

Flash Forward 2004 / Finalist, *Motion Graphics*

Saturn

Clio Awards / Short List, *Internet Advertising*

EDUCATION

Bachelor of Fine Arts / Ball State University

Major: *Graphic Design* / Minor: *Advertising*