



designed 4 use

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## SUMMARY

- User Interface Design and Development (10 years)
- JavaScript (6 years)
- HTML (10 years)
- DHTML (6 years)
- CSS (7 years)
- Adobe Photoshop (10 years)
- User Centered Design (10 years)
- Interaction Design (10 years)
- Excellent Communication Skills

## EDUCATION

- Bachelor of Arts, University of California at Santa Cruz, 1987
- Certified Interface Designer (two year program) - San Francisco State University

## PROFESSIONAL EXPERIENCE

2/06 - Present

**Intent MediaWorks** - Atlanta, GA

Intranet Design and Information Architecture Consultant

- Provided web-enabled User Interface design [in the form of BRDs, Visio Sitemap & wire frames documentation, and Photoshop design comps] for a new Corporate Intranet to support the internal communications, operations, development, procurement, training, and human resources of Intent's growing employee base.
- With offices in NY, LA, and Atlanta - Intent's need to document and design for repeatable processes and successful Software Development Lifecycle methodology was truly mission critical to the company's plans to make their mark in the entertainment industry's digital rights management for P2P file sharing arena.
- Responsible for managing the entire Intranet project from start to finish.
- Supervised and collaborated with internal development teams and outsourced resources to get coding completed (for DHTML and asp.net) according to his design specifications.
- Maintain and built page flows and front-end capabilities within the established DHTML plus .NET framework.

9/05 - 12/05

**Sentry Insurance** - Atlanta, GA

Information Architect

- Provided web-enabled User Interface design for a new Agency Management System (AMS) and associated tools suite.
- Utilized MS Visio to deliver sitemaps, navigation maps, and wire frame diagrams for 9 modules of task driven new functionality within the AMS tools suite.

- This AMS program was implemented as an MS .NET middleware application with browser enabled User Interface and utilization of the Sentry's existing legacy infrastructure involving substantial legacy data conversion.
- This application included both internal (business user) and external (customer facing) site segments.
- Environment: JavaScript, HTML, DHTML, .Net, Visio

6/05 – 9/05

**BusinessEdge Solutions – Atlanta, GA**

Human Factors analyst \ User Interface Architect

- Worked on the NCMS and Service Assurance projects as IA consultant to BusinessEdge Client Bellsouth and designed a new User Interface for multiple web-enabled applications allowing both customer service and service technicians to respond to trouble tickets directly [this NCMS trouble shooting application serves as a wrapper to over a dozen other existing apps and was designed to handle exceptions that could not be processed in the "happy path" of the other standard and legacy processes].
- Environment: HTML, JavaScript, CSS, Adobe Photoshop

11/04 – 6/05

**Hewlett-Packard Company Consulting & Integration – New York, NY**

Usability Engineer, Business Analyst, & Information Architecture Consultant

- Translated Usability metrics from Starwood Hotels' web sites and internal business applications into valid Business Use Cases and UI Design Specs for a custom designed promotional marketing application within Starwood Hotels' new cutting-edge central reservations system.
- Focused on designing UI workflow enablers for room sales related applications within Starwood's new web-enabled central reservations system.
- Organized the Starwood Hotels' Business Leaders' efforts to map "To-Be" requirements for the promotional marketing engine's data model from their (the SME's) knowledge of legacy data stores and "As Is" business practices.
- Environment: JavaScript, HTML, DHMTL, Visio

6/04 – 11/04

**Harland Printed Products – Atlanta, GA**

Usability Engineer

- Specialized in Business Process Mapping for Quality Improvement, Software Requirements documentation for financial services related functionality.
- Collaborated with Wells Fargo Bank analysts and programmers on workflow analysis for enterprise wide check vendor conversion project.
- Designed work flow and User Interface for a wide range of various on-line and legacy systems (including migration of 3270 / mainframe applications to a web-enabled intranet environment).

11/03 – 6/04

**American Funds\Capital Group – Atlanta, GA**

UI Designer

- Responsible for User Interface Design for Call Center software, process flow diagramming, navigation systems architecture, and requirements gathering (interviewing business leads) to author UI Spec Docs for (Intranet Enabled) Financial Services (mutual funds trading and account management) in a client/server environment across a wide area network.

- ♦ Engaged in designing two applications: one for the Shareholder Associates' call center (client server desktop environment) and another for control accounting's check processing procedure (dot net framework).

10/01 - 11/03

**GE Power Systems - Atlanta, GA**

Human Factors Analyst/UI Architect

- ♦ Responsible for all aspects of GE Power's User Interface development - from Sitemap, Navigation Schema, and UI Mock-ups to on-line User Assistance and Usability test plans.
- ♦ Formally trained by GE in Rational Unified Process documentation and Six Sigma problem solving.
- ♦ Used MS Word, Visio, and IBM Requisite Pro to write UI Architecture standards and methodology which were adopted corporate-wide by GE's Power Systems division.
- ♦ Defined the UI component of GE Power's Program Management Methodology for their software development lifecycle.
- ♦ Delivered improved User Interfaces for 12 applications over the course of 24 months, and then became the Sr. User Interface expert corporate-wide at GE Power where he was responsible for editing and enforcing presentation layer standards corporate-wide for over 200 applications that were currently in production at the time.

5/01 - 9/01

**Xcellenet \ Afaria Wireless Network Mgmt.**

Information Architect and User Interface Design

- ♦ Information Architect for Afaria software development's Architecture Team.
- ♦ Hands-on User Interface Designer in development and provided proposed UI enhancement diagrams to Afaria's technical documentation team.
- ♦ Improved the product's usability via re-designed data nesting, page flow, and interactivity for Afaria wireless networks. Provided UI Spec documents to Afaria software development's programmers. Successfully accomplished the assignment by delivering to Afaria its first browser enabled product design built in a dot NET framework.

8/00 - 4/01

**Idapta, Inc. - Atlanta GA, 8-2000 to 4-2001**

Information Architect and UI Development Team Manager

- ♦ Managed the UI Development team consisting of several Web Designers and HTML developers.
- ♦ Information Architect initiating the design & test of new features for the Advance Technology Group [performing usability and marketability research before the proposed enhancements could be introduced into Product Management's 'new feature' prioritization list].
- ♦ Usability Training Coordinator for the Knowledge Management program.
- ♦ Worked in Idapta's development department providing Wire frames and Sitemaps for Market Exchange app and associated Commerce OP commodity trading platform.
- ♦ Prototyped customer specific UI for several unique implementations of the Idapta trading engine.

9/99- 8/00

**Answerthink - Atlanta, GA**

User Experience Architect/Contract

- ♦ Provided Information Architecture Diagrams using Visio Site Maps & Wire frames for UPS e-commerce, CTN - Wetair.com, farmbid.com, Atlanta Braves.com, VetMed Center, and R.W. Baird, Inc.
- ♦ Instrumental in saving a troubled client projects at the R.W. Baird investment brokerage by

unifying over seven different P & Ls and related financial services client types underneath one consistent application interface.

- On site at the Client's office in Milwaukee for over five months and received a personal commendation from Becky Tenges who was the Client's Sr. Business Leader (and an accomplished Stockbroker herself) in charge of the project.

1/99 – 7/99

**IBM Global Services – Atlanta, GA**

Multimedia Developer

- Contributed Photoshop, Flash, and GUI Design collateral to interactive 'car configurator' for Saturn automotive website and companion customer-facing kiosk.
- Provided graphic design elements and Lingo programming for Macromedia Director interactive presentations.
- Designed the entire website for IBM Small Business Custom Connections (an extranet application).
- Contributed Photoshop Graphic Design (GUI) to several Internet projects including a flash animated UI for a tie-in with a Delta automated ticketing kiosk. Created Global Services internal corporate presentations for IBM's Vice President of e-business services using Macromedia Director, Adobe Premier, and Adobe After Effects.

10/96 – 12/98

**Lewis & Wolcott Real Estate, Park City and Salt Lake City UT**

Consultant

- Managed the design and output of all promotional marketing materials for the real estate agency. This included hands-on creation of Advertising collateral for both print and electronic media using Adobe Photoshop and Illustrator, Quark Xpress, and Macromedia Director.
- Managed a small team consisting of both programmers and designers for the successful production of three releases of an Interactive CD-ROM guide to all Restaurants, Lodging, Hotels, Ski Resorts, Real Estate and other Resort related businesses in the Park City area.

5/95 – 10/96

**Aspen Graphics Service Bureau and Graphic Design Studio - San Francisco CA**

Graphics Studio Manager

- Managed the graphics studio team in a print shop for the for output and delivery of Quark Xpress Print Layouts, Photoshop Design Comps, & Illustrator Branding assets and web advertising collateral to some of San Francisco's most high-profile Ad Agency and Design clients including Levi-Strauss, The GAP, Old Navy, Ketchum Public Relations, Hal Riney, Foote-Cone & Belding, Bank of America, Wells Fargo Bank, Oracle, and various 3-D graphics vendors for video game development.