

CONTACT INFO

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User Experience Strategist

OVERVIEW: Strategic, user-centered solutions-focused professional with over 12 years experience. Distinguished record in the analysis, planning, design and implementation of online marketing, web applications and complex IT systems and solutions, building world-class information systems to support steady and scalable organizational growth across diverse industries.

Core Competencies:

- Community interactions – profile creation and targeting, content creation and collection, peer critique and status reward, video, photos and collection building, social networking, tags and faceted navigation
- Requirements Gathering & Gap Analysis
- User-Centered Design (UCD) Methods:
 - Experience with User Research, Focus Groups, group facilitation, usability engineering (card sorting, user testing, usability testing)
 - Expertise in creation of site schematics and maps, navigation and task models, activity models and functional specification documentation
 - Exceptional ability to analyze and interpret user needs and workflow processes to design and develop high-quality, user-focused solutions.
 - Experience in using UCD and hard metrics to measure ROI
- System Audits & Design Optimization
- Project Management and client facilitation
- Intranet, Internet and Web
- Customer Relationship Management
- RUP and UML methodologies
- Team Performance Enhancement
- Process Redesign & Optimization
- Ability to analyze tracking software i.e. HitBox, Webtrends etc.
- Outstanding system and business analysis skills, troubleshooting and technical acumen, and leadership abilities, consistently delivering solutions that surpass user, project, and client goals and expectations.
- Instrumental in user-centered collaborative process, applying excellent communication and interpersonal skills to adeptly include client stakeholders and team members in defining goals.

EXPERIENCE:

I am currently a User Experience Specialist and Founder of UX Designs LLC.

UX Designs, LLC is a Southern California based consultancy focused on user-centered design. We specialize in designing the User Interfaces for Web Sites, Applications, and Intranets by leveraging a User Centered Design approach. We deliver a streamlined solution that alleviates most of the frustrations users' experience. We work with you to clarify business goals, translating them into specific interactions and complete design guidelines, ensuring consistency throughout.

Clients I have worked with in the past 5 years:

I have worked with the clients below either as an independent consultant, part of a team where my skills were not available in their company, or as an employee of a consultancy.

- Participant Media
- Southern California Edison
- National University
- Honda Motorcycles
- Wyotech
- Mattel (Barbiegirls.com)
- Nestle (various brands including Wonka, Taster's Choice and Quick)
- Gymboree
- Norton Healthcare
- Avvenue
- Blurb
- E! Networks
- Sony Electronics
- Comcast
- UGO

Companies I have worked with recently (5 years):

Most of these engagements were contract opportunities where I worked with the client team as the lead User Experience advocate.

- Brick Design - Usability Specialist (lab testing facilitator)
- DDB - Sr. IA/Usability Specialist (lab testing creator and note taker)*
- Dailey & Associates - Sr. IA/Usability Specialist
- Tribal - Sr. IA/Usability Specialist (lab testing creator and note taker)*
- Hydrant SF - Sr. IA/Usability Specialist (lab testing creator and note taker)*
- Hello - Sr. IA/Usability Specialist
- Studiocom - Sr. IA/Usability Specialist
- McElroy - Sr. IA/Usability Specialist
- Schematic - Sr. IA/Usability Specialist
- Sapient – UE Manager
- NextLeft – UE Director/Usability Specialist (lab testing facilitator)
- Different.com.au – Sr. IA/Usability Specialist

* I don't tend to facilitate testing my own IA, I like to stay objective.

Experience detail dating back to 1997 and for any project is available upon request.

SKILLS:

Skill Name	Skill Level	Last Used	Experience
Usability Testing/Prototypes/Facilitation	Expert	Currently used	10 years
Focus Group Facilitation and Requirements gathering	Expert	Currently used	10 years

Dreamweaver	Intermediate	Currently used	9 years
Graphics software and VISIO	Expert	Currently used	14 years
MS Office	Expert	Currently used	10 years
UML	Expert	Currently used	5 years
Wireframe Development	Expert	Currently used	10 years
Ecommerce Packages BroadVision, ATG Dynamo, WebSphere, Blue Martini	Intermediate	Not Currently used	8 years
Search Engines Verity/Ultraseek	Intermediate	Not Currently used	6 years
Document Management – Documentum, Domino, Lotus Notes	Intermediate	Not Currently used	6 years
Content Management Interwoven	Expert	Not Currently used	6 years
Enterprise Portals – Websphere, Sharepoint, Plumtree	Intermediate	Not Currently used	6 years
HTML, DHTML, JavaScript	Knowledge of	Not Currently used	7 years
XML Intermediate	Knowledge of	Not Currently used	5 years
CMS, Commerce & KM software	Intermediate	Not Currently used	6 years
French	Intermediate	Not Currently used	NA
Spanish	Novice	Not Currently used	NA

Japanese	Novice	Not Currently used	NA
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EDUCATION:

5/1997 AMERICAN INTERCONTINENTAL UNIVERSITY US-GA-Atlanta
Bachelor's Degree - Visual Communications/Graphic Design
~ Most outstanding Achievement Visual Communications

REFERENCES:

Available on request

Hobbies and Interests:

Running, Yoga, Scuba, Sailing, Cooking, Gardening, and playing with my children.