

**Ed Burgueno**  
**User Experience Strategist**  
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### **Objectives**

- Facilitate the requirements gathering process from all aspects of the core audience; leverage user-centered design to develop useful and usable user interfaces that balance user needs with business requirements and technical constraints.
- To work within an exciting and creative team where there is opportunity to work with people in an environment of excellence and passion.

My goal is to help companies understand their target markets and the required interactions they need to build a better relationship and ultimately increase sales. It doesn't matter if your Lexus, Intel, Microsoft or Deloitte and Touche, a user centered design process will improve your ability to increase conversion for your customers.

I specialize in turn key engagements knowing what I need from you, how to work with you and what deliverables your visual design team and technology team need to be efficient and successful. I ensure you know what your going to build before the larger team begins.

I'm very quick at ramping up to new projects and testing key concepts with target markets to ensure you know where to invest your online budget.

### **Summary of Qualifications**

- **Client Interaction:** Extensive experience in requirements gathering and planning of feature sets and services to meet company and client objectives. Demonstrated ability to articulate, evaluate, and implement business strategies. Skilled in communicating complex information in simple terms.
- **New Product Design:** Proven record of designing and delivering innovative web and software solutions. Ability to develop and execute strategies in the support of corporate initiatives and client ventures.
- **Technical Knowledge:** Proficient in database driven, dynamic, rich media and personalization technologies. Proficient in HTML, DHTML and advanced user of multimedia software: Flash, Photoshop, Illustrator, Visio and Dreamweaver.
- **Team oriented delivery:** Mentoring of fellow team members in IA and User Experience methodology. Work with user-centered design tools to involve Key stakeholders in concept development, perform technical liaison position to ensure alignment, understanding of business and technical constraints and drivers.
- **Documentation and delivery:** user-centred collaborative process, applying excellent communication and interpersonal skills to adeptly include client stakeholders and team members in defining goals. Defining and documenting task and business processes
- **User Experience Design/Human Computer Interaction:** Proven record designing, evaluating, and implementing intuitive interfaces for specific user groups in accordance with user requirements and business process flows.

- **Interpersonal Skills:** Energetic and driven collaborative visionary. Proven talents in troubleshooting and creative problem solving. Work well in both structured and unstructured environments. Demonstrated ability to quickly learn/understand new businesses. Successful in fulfilling obligations for time-constrained projects.

## Experience

### **UX Designs LLC 10/05 – Present** ***User Experience Strategist / Founder***

Ed brings 11 years of expertise to the table in strategic direction, information architecture, usability engineering, and market research for creating usable and desirable solutions. He has served as consultant and full-time employees for many fortune 500 companies and top Interactive Agencies. Visit us online at [www.UXDesigns.com](http://www.UXDesigns.com) for an overview of our experience design process.

Clinet Work Includes:

### **Sempra Energy – SDG&E, Southern California Gas Company 7/08 – Present** ***User Experience Architect/Strategist (Consultant)***

Working with various business units and the internal web development team to define corporate standards and best practices. Project highlights include:

- Designs of the online self service request consisting of Start, Stop, and Transfer service.
- Applying best practices to the Assistance Programs section of My Account
- Design of My account dashboard along with various savings tools
- Defining an ongoing Style Guide including Interaction Standards

### **Ingersoll Rand Security Technologies 10/07 – 12/08** ***User Experience Architect/Strategist (Consultant)***

Defined corporate standards for interaction design, site structure, and navigation. Recommended long term features and functions needed to achieve new corporate vision. Worked with multiple brands in build consensus and provide a consistent user experience across a host of brands, market verticals and the security sector web sites. Project highlights include:

- Performed Gap Analysis between current site and future site as part of a competitive audit.
- Created and presented User Personas and Super Sets User Groups to each brand in order to recommend features and functions for achieving their collective goals.
- Created low fidelity prototypes for user testing of key concepts and nomenclature.
- Defined Interaction Standards as part of a long term function set allowing core elements to be extended as budget allowed.

### **Honda Powersports 05/07 – 6/08** ***User Experience Architect (Consultant)***

Redesigning the experience for Honda Powersports covering over 70 models. Project highlights include:

- Gathered requirements and leverage external recommendations to define the opportunity for Powersports to lead the industry in selling new models.
- Created and presented User Personas and Scenarios highlighting key difference across multiple user groups and their needs in order to prioritize features and functions as well as recommend unique experience across multiple product categories.
- Presented high level concepts for insuring brand positioning, integrating segmentation findings and reducing barriers to entry for new buyers.

**Genesis Interactive, Inc 11/06 – 03/07**  
***User Experience Architect (Consultant)***

Design the experience architecture for a cutting edge game wagering community called Got Game. Project details included:

- Developed the first legalized gambling application allowing members to make wagers on online game play across PS3, XBOX 360 and PC Games.
- Created an online community for gamers complete with cutting edge member profiles and profile builders, stats cards and interactive friend features.
- Designed user paths to build excitement and increase registered members for Got Game. Insured users have multiple paths for finding members to challenge and connect with insuring a virtual community around each game and the world of gaming. Designed Arenas to showcase player ranking along with Arena Leaders and high rollers for driving challenges.

**Microsoft 9/06 – 11/06**  
***User Experience Architect (Consultant)***

Designed the pre-sales experience for selling the new Windows Vista operating system:

- Leveraged user research to created pre-sales concept.
- Performed Information Architecture on existing content and proposed additional content needs.
- Created and presented user paths and site structure for various user groups including the online advertisement landing experience.

**Hospitality Marketing Concepts 05/06 – Present**  
***User Experience Architect (Consultant)***

Design the experience architecture for several Hotel Loyalty and Reward Programs. Project details included:

- Translated the new marketing concept Voilà Hotel Rewards into complete design guidelines complete with detailed page specs. Voila is the first and only points-based, guest loyalty program built specifically for a global alliance of Independent hotels and small groups. Designed competitive hotel reservation system coupled with rewards program and member self service.
- Partner Portal and Administration system for managing Voila hotels. Providing the communication tools allowing hotels to give and receive customer support as well as manage their CRM efforts through a powerful online marketing system complete with member list creation, recurring specials and both online and email based campaigns.
- Redesigned Club Hotel with an eye to registering new members online and increasing

ease of use for room reservations. Club Hotel has more than 800 premier hotel and resort properties worldwide with a growing network of over 1 million members.

**E! Online 01/06 – 04/06**

***User Experience Architect (Consultant)***

Implemented user centered design based on user profiles for the redesign of Eonline.com. Project details included:

- Designed community features and functions including blogs, tags, comments, ratings and my account.
- Presented UI solution through wireframes and a sitemap to key stakeholders.
- Fleshed out features and function through process flows and high level use cases.

**Microsoft 12/05 – 01/06**

***User Experience Architect (Consultant)***

Developed Information Architecture, evaluated content strategies and created wireframes and a sitemap for Microsoft's People\_Ready web site. Project details included:

- Created navigational structure from content matrix.
- Designed wireframes for key homepages to articulate primary user paths.
- Presented alternative methods of integrating People\_Ready with existing Microsoft.com portals.

**Intel 09/05 – 12/05**

***User Experience Architect (Consultant)***

Key role in facilitating Information Architecture, Interaction Design, and User Paths for a B2B web site within Intel.com. Project details included:

- Working with Business Analysts to refine requirements and develop user paths, wireframes and a sitemap.
- Developed and reviewed wire frames and site maps with key stakeholders

**SAIC 09/04 – 03/05**

***User Experience Architect (Consultant)***

Key role in facilitating Information Architecture, Interaction Design, and User Path Definitions for an internally used Stock Programs Administration Application. Project details included:

- Working with Business Analysts to refine requirements and develop Dynamic HTML/JavaScript prototype for transaction intensive user group
- Developed and reviewed wire frames and site maps with key stakeholders
- Defined user efficient shortcut keys allowing a user to navigate and submit information without using a mouse.
- Worked with BEA Web Portal Technology for leveraging portal re-use components allowing tech teams to change process flows more efficiently.

Results: A User Interaction guideline and prototype were designed to showcase the use

of user paths to prevent users from beginning a transaction they could not complete due to a business rule. Efficiency for completing forms was created by breaking forms into sections and allowing users to save/submit a form without having to view all sections. Page real estate was also maximized by displaying contextual information across an account and allowing users to show/hide the sub navigation menu. Through an iterative design process I was able to present layers of design to key stakeholders and gain their approval to deliver a highly customized user experience for both the internal stock department and all stock holders.

**Lexus 07/04 – 11/04**  
***User Experience Architect (Consultant)***

Key role in facilitating Information Architecture, Interaction Design, and Content Strategy for Lexus.com 2007 release. Project details included:

- Working with TeamOne to define content strategies
- Developing and reviewing wire frames and site maps
- Analysing CooperResearch for Usability Issue with current design
- Highlight business model diagrams for User Path analysis

Results: A key feature on Lexus.com was redesigned from a 4 step process to a one step solution. This new design both empowered users to see how choices affected their remaining options and alleviate user frustrations inherent with step by step solutions. Personas were utilized to test navigation and content layering in the new solution. Key stakeholders reviewed the new design based on user personas to highlight the relevance of our proposed design in context to user need requirements.

**Sony Electronics 02/04 – 06/04**  
***Senior User Experience Architect (Consultant)***

Key role in a multi-disciplinary global delivery team, developed significant areas of the UI for innovative large-scale business-to-business solution using IBM WebSphere Commerce package to deliver a new commerce platform for Sony Business Solutions and SonyStyle.com. Project details included:

- Worked multi-vendor, across a diverse team with tight timeframes
- Model B2B experience through task models, process flows and site maps
- Assisted in technical platform “fit” and gap analysis
- Created wireframes client understanding and technical checkpoints
- Assessed usability of WebSphere Commerce server internal capabilities
- Provided mentoring of fellow team members in IA and User Experience methodology

Results: Through sitemaps and wire frames we were able to communicate a gap analysis between WebSphere and our target user groups. Based on these findings we strategically focused customization efforts of WebSphere and allowed our client to prioritize their tech budgets accordingly.

**Deloitte & Touche 11/03 – 02/04**  
***Information Architect/Project Lead (Consultant)***

Lead role in a multi-disciplinary team interacting with Deloitte Business Analysts and outside technical consultants for the development of a nationwide HR Scheduling application. Project details included:

- Facilitated concept sessions to refine business process flows for key user groups as the basis for developing an intuitive user interface.
- Built an HTML/DHTML prototype and showcased to key stakeholders and key users.
- Defined and presented a user centered methodology leveraging the UML approach to build team consensus for solving usability issues. Revised process issues that caused the failure of their last build.
- Created templates for each deliverable and explained the process and scope for completing each step.
- Provided estimates and defined key milestones for the creation of a project plan & budget.

**Countrywide Financial Planning 9/03 – 11/03**  
**Information Architect (Consultant)**

Lead Information Architect responsible for defining the user interface for a B2B application. Project details included:

- Created Site Map, Key User Flows, Storyboards for an internal metrics application (B2B).
- Storyboards include navigational links, content areas, nomenclature, categorization and the hierarchy of elements for each screen.
- Presented Storyboards to the internal development team as well as the department heads responsible for each user group.

**Sempra Energy 11/01 - 05/03**  
**User Interface Architect (Consultant)**

Lead role in a multi-disciplinary team interacting directly with business clients and technical project team. Project details included:

- Integral member of the project team responsible for creating the User Interface Requirements Document for a mission critical gas scheduling system (B2B application).
- Facilitated discussions to extract business goals from key stakeholders for the development of an intuitive user interface.
- Built an HTML/DHTML prototype for the application and showcased to business users and Sempra's management team for input.
- Analyzed existing web application to define usability components and created a roadmap for future enhancements.
- Led the design and development of comprehensive web-based training, including architecting flash overviews, and determining how the content should be organized and presented.
- Developed application style guide for user interface standards and established guidelines for proper management of updates to the Requirements and Design documents

**marchFIRST 4/00 – 9/01**  
**Senior Information Architect/Senior Site Developer**

Lead role in a multi-disciplinary team interacting directly with clients.

- Developed methodology to ensure the successful delivery of websites.
- Modeled a process that help correlate client business objectives to site activity/metrics.
- Designed a model correlating client business objectives to site activity/metrics.
- Participated in several business development efforts and client presentations.
- Worked with estimation teams to thoroughly scope engagements and develop estimates.

**Projects involved in include:**

**Amgen, Inc.** Lead Information Architect and Production Manager over a one-year period for the successful launch of several strategic sites targeted to physicians and patients for a

\$3.2B biotech company. Launched sites include: [www.RenalAdvances.com](http://www.RenalAdvances.com), [www.Neupogen.com](http://www.Neupogen.com), [www.Interlukine.com](http://www.Interlukine.com), eBusiness Intranet, [www.ReimbursementConnection.com](http://www.ReimbursementConnection.com).

### **Responsibilities:**

- Developed Internet strategy, documented and presented the Requirements document and Design and Architecture documents to Amgen stakeholders (Product Managers and e-Business Managers).
- Designed the site information architecture and responsible for the site development including integration of graphical design elements, content and programming. Worked closely with off-line agencies in understanding the brand and strategic positioning of each product to ensure a seamless integration of online and offline.
- Involved in creating prototypes for usability testing with site users for the development of an optimal user experience.
- Worked with Amgen's e-Business team to develop guidelines and standards for their online initiatives for both domestic and international projects.
- Developed CD-Rom version of Internet sites for sales force training.
- Lead role in designing and developing and coding a Corporate Intranet for Amgen's e-Business group.

**Truepricing.com**– Engaged with client team to strategize on the development of a kiosk for wireless products in major consumer chain stores.

- Lead Information Architect responsible for developing use case scenarios and documenting and presenting Requirements including the development of site wire-frames.
- Developed a user interface that allowed customers to rank phone/service plan preferences to generate an optimal set of options.

**AT&T** – Engaged with AT&T's Broadband Group (a new business unit within AT&T) to develop a Website targeted to existing pre-qualified small business owners interested in upgrading Internet connections from dial-up to broadband connectivity.

- Developed feature sets for a Website to compliment AT&T's offline marketing campaign. Targeted to educate and persuade small business owners on the business/financial value of broadband connectivity.
- Worked with multi-disciplinary team to design an optimal web solution.

### **Scibermed Virtual Institute (SVI), Biomedical Research Foundation 2/98 – 4/00 *Internet Programmer***

SVI is sponsored by the U.S. Department of Energy, and is a multimedia workplace for medical managers, scientists, engineers and clinicians working on emerging technologies in healthcare.

- Directly responsible for developing and maintaining a 1998 ComputerWorld Smithsonian Award winning interactive multimedia educational web site.
- Accountable for all content organization, workflow control, streamlining all programming codes to ease Internet access and improve user experience. Implemented new technologies, tools and procedures to improve sound editing, graphic animation, multimedia production and delivery via the Internet.
- Generated and analyzed statistical data to accurately determine and analyze hit ratios and search engine ratings, and created access reports. Responsible for relationship with service provider.
- Responsible for marketing and promotional efforts of the site to physicians, which

required domestic travel.

**Education**

BS, Management Information Systems, Business Administration, Louisiana Tech University, 1992.

**Special Interests**

I have a passion for writing and recording music, all aspects of cinematography, and working with wood. I also enjoy cultivating an extensive collection of orchids and spending time sailing and windsurfing.