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SUMMARY

More than twelve years as a senior UI Designer, Information Architect, User Researcher, Usability Engineer, UI Interaction Designer, Technical Writer, and Web Site/Graphic Designer. Portfolio at www.techwrite.net/password2a.htm, password is "goodstuff" (without quotes).

EDUCATION

MBA, Management, California State University, San Jose
MA, Counseling Psychology, University of Santa Clara
BBA, Marketing/Communications, Southern Methodist University

SOFTWARE

Word 2000, FrontPage2002, PowerPoint 2000, Access 2000, Outlook 2000, Project 2000, Excel 2000, FrameMaker 6, Photoshop 7, RoboHelp Office, Doc-to-Help 2000, Acrobat 5, NetObjects Fusion 7, PageMaker 6.5, ACT! 2000, FileMaker Pro 5.5, ClearCase 2.0.2, Visual SourceSafe 6, SilkRadar 2.1, BEA WebLogic 8.1, LiveLink 9, WebPositionGold Pro 2.00.8, Authorware 7, Breeze Training, Breeze Presentation, Dreamweaver 8, Freehand MX, Fireworks MX, Flash MX, Illustrator 10, GoLive 6, WebWorks Publisher Pro 2003 for Word, WebWorks Publisher Pro 2003, VMware Workstation 3.1.1, Perforce v.2003.2, Net Meeting 3.01, Visio Pro 2003, ASP.NET AJAX, Visual Web Developer with Atlas Control Toolbox.

EXPERIENCE

2/07 to Present

Naviscent, LLC (Full Time) San Carlos, CA

Serving as interaction designer, user experience designer, prototyper, and usability engineer for Naviscent's clients. Completed an interaction design and usability engineering program for Oracle Corporation, including designing, prototyping, and usability testing of the Global and Local Search functions for Oracle's new Fusion product suite to improve the user experience. Recently completed an interaction design and usability engineering program for AutoDesk. This user experience improvement program included designing and testing a prototype for AutoDesk's new online store at www.autodesk.com.

3/06 to 2/07

PTS Technical Writing

Half Moon Bay, CA (As required between positions)

As principal, and sole employee of my own corporation, I design and manage Web sites for small business, including UI design, Web marketing, search engine optimization, and site management. My current projects include: www.taxnegotiators.com, www.okaydesignes.com, www.oriiki.com, www.changeguru.com, www.sfautodealers.com, www.techwrite.net/synsemi_semiconductor, and www.techwrite.net/caballeros.

11/05 to 3/06

Accenture, Pleasanton, CA (Contractor)

As a UI Designer for Accenture, designed the UI for a new financial product, Credit Protection, for Accenture's client, Washington Mutual Bank in Pleasanton, CA. After completing the functional specs, produced use cases and 60 pages of wireframes, mockups, and developer design guidelines for the product. I then designed the prototype, including all of the HTML, CSS, and JavaScript for the new application with approximately 150 screens.

1/05 to 8/05

Cisco Systems, San Jose, CA (Contractor)

As an Information Architect/Designer, developed user requirement specs, conceptual wire frames, detailed screen layouts, design specifications, interaction design and graphic/HTML prototypes, as part of the User Experience team implementing high-level User Experience design principles.

As Lead Usability Engineer for all Cisco User Experience team projects, conducted Heuristic (expert) Evaluations for all screens in the two new applications. Conducted Usability Testing and Ethnographic Usability Studies for Cisco Partners throughout the world to test the two new applications. Conducted special online Usability Studies worldwide using Keynote Systems, an online usability testing system. Produced six detailed Usability Reports for the application stakeholders for the two new applications.

As a Graphic Designer, designed and redesigned all application graphic elements to meet User Experience graphic design standards for uniformity, consistency, and usability.

As a Technical Writer, produced the first Cisco UI Style Guide (40 pages) for the two new Cisco Contract Center applications we developed.

4/04 to 1/05

Amdocs, Inc., San Jose, CA (Full Time)

As a UI Designer and Usability Expert, designed thin client screens for the Amdocs CRM software based on usability heuristics, and analyzed new screens for usability issues and recommended changes and improvements.

As an Interaction Designer, analyzed the customized UI for Amdocs customer, Cingular Wireless, and wrote a 41-page Usability and Interaction Analysis Report resulting in millions of dollars of savings for Cingular. Helped implement the Cingular changes, and trained Cingular designers to redesign its UI to meet standards of usability detailed in the Analysis Report.

Wrote article for the Amdocs News offering Usability and Functional Design Services to internal Amdocs development teams worldwide. As a result, the usability team generated revenue for the Design and Usability department.

Wrote, produced and implemented the Catalog of Usability and Functional Design Services for the Amdocs design group to offer both internally and externally to generate revenue. As a result, the design group moved significantly toward becoming a self-sufficient and revenue-producing entity for Amdocs.

Ran hundreds of QA regression tests in Test Director 7.6 to analyze the Amdocs CRM software for usability and design issues.

Designed and supervised the construction of the Amdocs Usability Laboratory, including state-of-the-art video recording equipment, three remotely controlled cameras, and an observation room for interested parties behind a one-way glass.

Wrote major sections of the 135-page Amdocs UI Style Guide implemented for all Amdocs design teams worldwide.

3/04 to 4/04

Pronto Networks, Inc. Pleasanton, CA (Contractor)

Designed, wrote, and produced a 12-page HTML and Flash Sales Demo for the Sales Rep team. The demo targets large hotels and resorts and shows a conference attendee's attendees wireless experience from the lobby, the guest room and the convention hall or meeting room. It's designed to show the win for the property owner, and the resulting business benefit such as new guest attraction, guest retention, and additional incremental revenues.

5/03 to 11/03

Macromedia, San Francisco, CA (Contractor)

As a usability consultant for a new Macromedia product called Breeze Live, created a series of usability tests, including study goals and issues, usability test plans, participant profiles, recruiting scripts, study logistics, and participant materials with scenarios, tasks, and questionnaires.

Produced test schedules, conducted test sessions, collected data, presented "quick results" following the test sessions, analyzed test data, wrote final report with recommended solutions for usability issues, and presented findings and recommendations to the product team, on time and under budget.

2/02 to 5/03

PTS Technical Writing, Half Moon Bay, CA (Full Time)

As a Web Design Consultant and President of PTS Technical Writing, designed Web sites for companies and individuals, from personal Web pages to full e-commerce sites. Designed custom graphics and layouts from scratch, maximized usability, wrote copy, used e-marketing methods to sell site products and services, upgraded and maintained customer sites with Java, JavaScript, Dynamic HTML, and Flash elements, and optimized sites for high search engine rankings.

8/01 to 2/02

Danger, Inc., Palo Alto, CA (Contractor)

Six-month contract to assist in application design and manage a usability engineering program for a new all-in-one wireless device. With a team, developed application designs based on principles of usability. Conducted six usability focus groups to determine the best look and feel for the device hardware. Improved the application designs based on focus group results. Performed heuristic evaluations and usability testing for the device applications, including Calendar, Telephone, Address Book, Email, Instant Messaging, Notes, Web Browser, and Control Panel. Following usability testing, improved the designs based on testing results. Wrote and edited the device User Manual, Quick Start Guide and Reference Card.

4/99 to 7/01

Asera, Inc. Belmont, CA (Full Time)

Hired as Senior Software Engineer in charge of Usability Engineering and promoted to Program Manager, Knowledge Management Department. Performed heuristic evaluations and usability studies for applications within the Asera eBusiness Operating System for new product releases. Conducted studies through three releases. Wrote help system for first release of the Asera eBusiness Operating System and its integrated composite applications. Wrote technical documents and training manuals, and taught technical training classes. Helped develop user interface integrating Asera and customer branding. Created and maintained the lexicon for globalization of the Asera eBusiness Operating System and composite applications. Maintained and created content for the Knowledge Management section of the Asera intranet. Managed training relationships with partners and customers. Created training programs for new releases. Handled all Training Department logistics in a multi-classroom environment. Conducted training classes for employees, partners and customers.

11/97 to 4/99

Tec-Ed, Inc. Palo Alto, CA (Full Time)

Developed usability engineering programs for clients nationwide. Sold, developed and conducted usability testing programs for corporations such as Intuit, Netscape, Alta Vista, Sun Microsystems, Molecular Dynamics, Philips Medical Systems, UMI, and Yahoo! Responsible for selling usability engineering programs, managing usability projects, performing heuristic evaluations, conducting focus groups, writing proposals, project plans, usability test designs, participant screeners and test materials, conducting usability test sessions, and writing final reports. Also, recently wrote order-processing manual for Solomon Software, and conducted a series of Web Information Design courses for Hewlett Packard.

11/95 to 10/97

University of Phoenix Online Campus, San Francisco, CA (Full Time)

Invented and developed Internet-based interactive skill training method, the Quick-Train System, to teach customer service skills to all company employees. Wrote customer service scripts for use with the Quick-Train System. Wrote online help for the Quick-Train System using Word and RoboHelp. Helped develop Web page at www.uophx.edu/online.

SPECIAL ACHIEVEMENTS

Won the Public Relations Society of America's highest award for excellence for writing and producing a ten-manual, five-video trade education program for Winegrowers of California, a trade association of growers and vintners.

Wrote and presented three professional papers to the Usability Professionals' Association and the Ergonomics Conference and Exposition.

TRAINING AND DEVELOPMENT EXPERIENCE

Prior to the technical experience noted on the resume I was Director of Training for Fireman's Fund Insurance Companies for six years, AMEX Life for two years, and McKesson Corporation for three years.