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Skill Sets

User centered design, user interface design, information architecture and usability analysis and visual/graphic design.

Technical and creative writing skills, strategic thinking, organizational, resource and task management, adaptability, critical thinking and knowledge of technology.

Business and marketing expertise, target market identification and experience in application of branding in company business, or marketing strategy.

Technology Skills

An aptitude for technology and the ability to work directly with engineering in designing for whatever platform, programming language or presentation format is required.

As a user experience designer, I focus on “user centered design” while utilizing skills and experience in information architecture, interface design, interaction design, usability analysis and visual design. Experience with most design and office software products on multiple OS platforms.

Experience

11/2005-present Consulting and Contracting Projects as User Experience Designer, including information architecture, interaction design, user interface design, usability analysis and visual design.

Client	Contract Type	Project
Huawei Corporation	Direct contract (current)	User Experience consultant for pilot project.
Ecoenstyle	Partial Owner and Creative Director (ongoing)	Branding design, information architecture, UI design and visual design for a new ecommerce brand.
Texas Department of Public Safety	Direct contract	More consulting than a contract, I performed an analysis of the existing website and provided recommendations for improvement and re-design of architecture, interface and supplemental online applications. Project recommendations were kept for future state budgeting of this project.
Enfatico Austin, TX	Direct contract	User experience design for Dell’s primary ad agency. Functioned unofficially as UX Lead, organizing a UX team with standardized deliverables, delivery process and project tracking. Provided project guidance on numerous projects in addition to day-to-day hands-on delivery of wireframes and user experience deliverables. Created advanced initiatives for the redesign of key sections of the Dell.com website.
State of Texas - Texas Higher Education Coordinating Board	Direct contract	1) Re-architect and UI design for prototype of future portal, College for All Texans website. 2) Analyze, re-design and make recommendations for improving the THECB main website.
Symantec Corp.	Direct contract	Designing client application elements including universal installer for Norton products.

Client	Contract Type	Project
Symantec Corp.	Direct contract	Designing new AJAX based web product for their R&D division.
AT&T	Contracted through 2Wire Corp., San Jose, CA	Designing and writing requirements for the AT&T Homezone set top box interface.
AT&T	Contracted through Razorfish	UI design for AT&T U*Verse ecommerce website
Shell Global	Contracted through FG Squared, Austin, TX	Redesigning architecture and navigation of Shell Global corporate web
Luminex Corp.	Direct contract	Designing architecture and interface for touch screen medical device.

05/2005-11/2005 Senior User Experience Designer

Projekt202, Austin, TX

User interface design for client software and mobile telephone applications (Motorola) including analysis of requirements documentation and user needs, design of process flows and preparation of schematics, task flows and architectural diagrams. Returned to consulting due to shortage of projects.

05/2001-05/2005 Consulting and Contracting Projects as User Experience Designer, including information architecture, interaction design, user interface design, usability analysis and visual design.

Client	Contract Type	Project
Zipwave	Direct contract	Information architecture and screen design for a Java SWING based client application.
Intuit	Direct contract	Worked with design team to design architecture, navigation and content for Intuit.com corporate web site.
Quickbooks/Intuit	Direct contract	Worked with design team to design interface for homepage and various key pages, as well as, the interface for a new product "configuration" tool.
MasterReplicas	Contracted through Analysts International	Re-Design of E-Commerce Web Site Identified business objectives and practices. Performed heuristic analysis of existing website with UI design recommendations. Re-configured site architecture to simplify and enhance the user experience. Created visual comps to redefine brand and set tone for the site design. Presented comps and site maps to client with presentation of three concepts based on business goals. Created top level and main page schematics. Created top level and main page design files.
Mobileframe	Direct contract	Internet server based management and mobile based client application. Startup founded by Apple and Remedy veterans. User interface design and information architecture development.
Emperative	Direct contract	Task and resource management application. User interface design and information architecture development of an XML/HTML based file, task and resource management application for a Proctor & Gamble subsidiary.

Other Professional Experience

08/2000-04/2001 Senior Art Director of User Experience

marchFIRST, Cupertino, CA (former USWeb/CKS)

Supervised visual designers, information architects and usability experts. Performed information architect functions such as user scenario and persona creation, site maps, schematics, wireframes and content matrix. Performed visual design tasks as needed. Client interaction and presentation. Created standards for user experience deliverables. Developed resource management tools. Returned to consulting due to layoff and closure of company.

Appointed to the marchFIRST Global Advisory Board for User Experience.

01/1998-08/2000 Consulting, dba Visual Image Group

Project management, marketing strategy, creative direction and design solutions. Contract Creative Director and UI Designer at various Internet related companies assisting with the re-design of websites and web applications, the development of marketing messages to build brand identity and ecommerce solutions.

Contract jobs:

- **Clip2.com**...Internet Topic Guide Site.....*Creative Direction, UI Design, Graphic Design*
- **Caresoft, Inc**....Online Health Management.....*UI Design, Prototyping, Graphic Design*
- **Photoloft.com**...Photo Sharing Website....*Art Direction, Graphic Design*

08/1989-12/1997 Owner/Business Manager/Creative Director

ADz Visual Imaging, BRIANNA Corporation, San Rafael, CA

Built business from freelance to five person design company. Product market strategy and concept, art direction, business management (including P&L responsibilities, accounting supervision, employee supervision and training, and strategic planning), graphic design, client meetings, liaison and presentation.

Academic Experience

B.A., Behavioral Psychology

Commercial Art

Subsequent additional coursework in Marketing, Business Management and Information Systems

Memberships

BayCHI – San Francisco Bay Area Computer Interaction Group

UPA – Usability Professionals Association

IAI - Information Architecture Institute

Interaction Design Association