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## SUMMARY OF RELATED EXPERIENCE

My professional interest is in creating compelling digital user experiences. For the past fifteen years, I have been leading development teams in building web based user interfaces for a variety of clients and industries, using my experiences as both designer and developer. When it comes to conceptual and practical design development, my well-rounded skill set and wide-ranging experiences have allowed me to be a generalist, able to approach problems with a fresh palette, and a specialist, who can pay attention to the details of a project.

## PROFESSIONAL EXPERIENCE

[ 2006-present ]

### **Senior Presentation Layer Architect**

**RAZORFISH** (San Francisco, CA / Los Angeles, CA)

Razorfish is a full service interactive agency that provides solutions that are entrenched in deep technology, rigorous analytics and a rich understanding of customer needs, including award-winning web media and creative, search marketing services, e-mail marketing/eCRM, and world-class creative, design and implementation of customer web sites, intranets and extranets. As senior presentation layer architect, graphical alchemist, and Web Standards advocate, my experience and areas of focus include designing, architecting, and programming client-side templates, providing interaction and technical recommendations, and developing standards and processes for best of breed web development.

[ 2004-2006 ]

### **Senior Web Producer**

**SYMANTEC CORPORATION** (Cupertino, CA)

Symantec is the global leader in information security, providing a broad range of software, appliances and services designed to help individuals, small and mid-sized businesses, and large enterprises secure and manage their IT infrastructure. As Senior Web Producer, I was responsible for architecting the client side of Symantec's globally localized, public facing marketing and ecommerce web sites (using XHTML, CSS, JavaScript, and Flash). In addition I was also responsible for developing many of the company's Intranet portals- placing importance on building a user driven, task oriented architecture while ensuring clean presentation of brand and identity.

[ 2003-2004 ]

### **Technical Designer**

**TECH TV, INC** (San Francisco, CA)

TechTV is the cable television network that showcases the smart, edgy, and unexpected side of technology. As Technical Designer, I was responsible for implementing functional design solutions using XHTML, CSS, and JSP to enrich the company's web user experience, brand recognition and viewership. Duties included designing client-side user interfaces and modular templates, developing team-based design processes for implementing new features, and prototyping interfaces for emerging Internet-enabled devices.

[ 2001-2003 ]

### **Design Technologist**

**SCENIC CREATIVE, INC** (San Francisco, CA)

Scenic is a design and technology agency that provides products, services and experiences, on the web and other digital media, for clients seeking innovative solutions to increase value for their customers, partnerships and audiences. I was responsible for conceptual and practical design solutions for functional

web interfaces, project management, and client interaction. Duties included client-side user interface development using PHP, DHTML, and Flash.

[ 2000-2001 ]

**Design Technologist**

**RARE MEDIUM, INC** (San Francisco, CA)

Rare Medium is a global broadband and web services company that brings together the disciplines of broadcast design with expertise in industrial-strength web based applications. I was responsible for designing functional solutions for user experiences delivered via PCs and interactive television (iTV). Duties included developing DHTML for B2B applications, researching video compression technologies, and DVD authoring.

[ 1998-2000 ]

**Web Designer**

**WESTED** (San Francisco, CA)

WestEd is a non-profit research, development and service agency dedicated to improving education and other opportunities for children, youth and adults. I was responsible for designing and developing user experiences for (WestEd) internal and external web projects. Duties included DHTML template design for database environments, development of interactive animations for e-learning, and visual identity design.

[ 1997-1998 ]

**Associate Multimedia Specialist**

**INTERACTIVE MAGIC, INC** (Research Triangle Park, NC)

Interactive Magic is a developer and publisher of simulation and strategy games for the PC. I was responsible for the design and development of Interactive Magic's online gaming web portal. Duties included creating and managing the visual direction, the user experience, and the promotional content for games featured on the site.

## EDUCATION

[ 1992-1996 ]

**B.A. - Environmental Design (summa cum laude)**

**NORTH CAROLINA STATE UNIVERSITY** (Raleigh, NC)

University Scholars Program

Minor: Spanish

## TECHNICAL SKILLS

- Solid foundation in visual design
- Solid foundation in programming fundamentals
- Solid knowledge of JavaScript and JavaScript libraries (such as jQuery)
- Expert knowledge of DHTML (XHTML, JavaScript, CSS) and PhotoShop
- Expert knowledge of process oriented, team-based organization (Agile + Waterfall)
- Expert knowledge of software estimation and user-centric design methodologies
- Expert knowledge of platform/browser constraints for web design
- Expert in designing progressively enhanced front end web architectures
- Working knowledge of TeamSite, PHP, ASP/.NET, and JSP platforms
- Experience in leading development teams of 4-8 persons
- Experience in translating business specifications into functional interfaces
- Understanding of real-world trade-offs between desired features and implementation time
- Firm believer in the power of simplicity!