

Senior User Interface Designer
Senior Information Architect
Principal Product Designer

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profile

Lead designer with 14 years of experience creating state-of-the-art, user-centered interfaces for large-scale web and desktop software. My passion is to live in the space between art and science and to design software in such a way that it connects technology with human emotions.

expertise

- Implementation across the full design lifecycle using best-practice User-Centered Design methodology
- Pre-design user research and analysis: focus groups, Q&A, competitor analysis, Persona development, use-case scenarios, task analysis
- Design documentation: wire-framing, content matrices, functional requirements, site maps, flow charts, process flow diagrams, navigation modeling
- Prototyping and usability testing: iterative prototyping, formal and informal usability testing, alpha and beta testing, eye tracking
- Integration of interface design into an Agile development environment
- Extensive Agile Product Owner experience
- Rich media designs
- Agency and Fortune 100 corporate experience
- Strong technical background
- Extensive customer/user contact

Tools Proficiency:

- Prototyping: HTML, CSS, Javascript, PHP, Flash, MySQL
- Wireframing: Visio, Omnigraffle
- Mockups: Photoshop, Illustrator

professional experience

Avid Technology

August 2009 - present

Principal Product Designer/Senior User Interface Designer

Lead UI designer to redesign and modernize Avid's flagship product, Media Composer. Media Composer is the industry leading non-linear editing software used to create most Hollywood films and television programs. Avid is an Agile/SCRUM development environment.

- Complete overhaul of the interface for Avid's flagship products. Led to 22% increase in sales over 1 year
- In 2011, lead a cross disciplinary team to determine the future UI of all Avid products
- After four months as UI design consultant, promoted to Product Designer/Product Owner within the Product Management Group
- After 15 months promoted to Principal Product Designer responsible for UI for Media Composer
- Served as Product Owner for several Agile SCRUM teams developing my designs
- Managed iterative prototype development across several Agile Sprints
- Conducted extensive competitive analysis
- Used Personas to synthesize user research
- Prototyped designs presented to high profile customers and senior management
- Conducted formal and informal user research, usability tests and beta tests to validate designs
- Extensive interaction with high profile customers
- Received a Reward and Recognition Award for Outstanding Performance in 2011 for UI redesign of MC

Rezmay.com

Senior User Interface Designer, Developer

May 2008 - August 2009

Online resume service utilizing a highly interactive rich media interface. This "boutique" online service is designed to address the needs of those who have a visual portfolio to distribute via social networks and other online distribution channels. Launched in June of 2009, Rezmay had an impressive conversion rate of 5%.

- Designed two applications: the data input application for members as well as the application members send to prospective employers (their online resume)
- Conducted extensive user research for both target audiences: Rezmay member demographic as well as HR and senior executives (receivers of the online resume)
- Evaluated user research and leveraged usability best practices to accomplish the design challenge of employing a highly visual interface for this niche target while maintaining a high degree of simplicity
- Winner of both 2009 IMA (Interactive Media Award) Outstanding Accomplishment Award and 2009 W3 Award
- Designed back-end technology to scale to hundreds of thousands of users

Consultant Projects

Senior User Interface Designer

January 2004- May 2008

Messapy.com

Transformed the founders' vision into a full fledged website design specification. This social network site, which launched in 2008, enabled "group solutioning" of problems and issues targeted to a young demographic.

- Conducted iterative usability evaluation
- Created design documentation including: requirements specification documentation, wire-frames, process flow diagrams, site maps, content matrices.

Fidelity Investments, NetBenefits Group

Lead Designer of the high-profile myPlan application for the company's enterprise-level benefits management organization. This rich media application provides encouragement for members to increase their retirement deferral percentage through a user-friendly online process.

- myPlan increased deferral percentages by 17% within the first 6 months
- Conducted extensive competitor analysis
- Conducted user research and usability testing including eye-tracking technology
- Use of Personas to synthesize user research in aiding the design effort
- Led meetings with senior management to report research and to create design concept approval
- Interviewed subject matter experts to ensure accuracy of design elements, messaging and content
- Developed design specification including: requirements specification documentation, wire-frames, process flow diagrams, site maps, content matrices
- Managed iterative prototype development

Target (agency: AtmosphereBBDO) (New York City)

Target launched their high-end organic food brand (Archer Farms) in 2007. Transformed Target senior management business requirements into a highly interactive rich media website for this brand launch.

- The website generated over 500,000 views and more than 15,000 leads within the first 3 months of launch
- Delivered research results for senior management approval to Target SVP level management
- Conducted informal cube usability testing

- Created design documentation including: requirements specification documentation, wire-frames, process flow diagrams, site maps, content matrices

Diamonds International (agency: Elephant Ventures) (<http://www.shopdi.com>)

Worldwide jewelry manufacturer and retailer with 129 stores worldwide and annual sales of \$14.8M, DI sought to improve lackluster web channel performance. Analyzed and executed a complete redesign of this ecommerce website.

- Redesign boosted conversion rate by more than 30% within 6 months resulting in \$4M additional revenue
- Combined client goals, competitor analysis review, user research and usability best practices to design a cleaner, more simple interface
- Presented research and designs directly to the CEO
- Designed for user access to all site content and functionality within 3 clicks

IBM

January 2000 - December 2003

Senior User Interface Designer, Information Architect

Redesigned 32 of IBM's Integrated Marketing and Communications websites supporting various industry verticals to increase lead generation. Other assignments included managing (IBM point of contact) four of IBM's alliance partner sites with SAP, Siebel, PeopleSoft and Ariba.

- 68% of the sites redesigned had an increased lead conversion of more than 25%, the remaining 32% by more than 10% resulting in \$32M in additional revenue
- Created and presented rapid prototypes in Flash to IMC senior management
- Co-managed Joint Application Development (JAD) sessions between design and development
- Facilitated user research focus groups
- Conducted informal cube usability testing
- Created requirements specification documentation, wire-frames, process flow diagrams, site maps, content matrices

Frankfurt Balkind/Hill Holiday

September 1997- December 2000

Senior User Interface Designer, Developer

Frankfurt Balkind is a marketing and branding agency in New York City serving an array of Fortune 500 clients. Designed and developed eleven interactive multimedia applications ranging from high-profile corporate communication CDROMs to large scale interactive environments.

- Senior level client contact receiving requirements and creating buy-in for application designs
- MasterCard International: 2000 sq ft interactive environment with 5 interactive exhibits for trade show use, 3 corporate communications CDROMs
- Tishman Spyer: corporate brand CDROM
- Sharp Corporation: location-based kiosk for headquarters
- Microsoft: online prototype for an MSN channel
- Earned a One Show Award for the MasterCard "Brand Experience" CDROM

American Museum of Natural History (New York City)
Senior User Interface Designer, Developer

June 1992- September 1997

Designed and developed five interactive multimedia exhibition. Leveraged creativity to transform senior management concepts into innovative, engaging rich media interactive exhibitions. Exhibitions included Hall of Human Biology and Evolution and Task Force: Climate Change.

- Extensive subject matter expert interviewing to generate application design and content
- Conducted user research and usability analysis
- Designed technical platforms including touch-screen and digital video delivery
- Applications received high media praise and were used by millions of museum visitors

education

Master of Science

New York University - Tisch School of the Arts
Interactive Telecommunications Program
Honors: Summa Cum Laude

Bachelor of Science

New York University - Stern School of Business
College of Business and Public Administration- Corporate Marketing

Post-grad classes

New York University
Java, C++, C, Unix server administration

awards and lectures

Awards:

- 2011 Avid Recognition Award for Excellence
- 2009 IMA (Interactive Media Award) Outstanding Achievement Award (Rezmay.com)
- 2009 W3 Award (Rezmay.com)
- 2000 One Show Interactive Bronze Award (MasterCard Brand Experience CDROM)
- 2006 Webmaster Award (www.paxpictura.com)
- 2005 Top Spiritual Site award from Spirit and Sky
- 1993 National Educational Film and Video Award Festival Finalist (InterMap)
- 1993 InterMAP project (Master's thesis) won grants from Apple and the Rockefeller Foundation

Lectures/Seminars Given:

Apple Computer, Johns Hopkins School of Medicine, New York University, MASK Group, Conference on New Media in Education, Museum of the American Indian

For full descriptions of over 50 design and development consultant projects and additional professional experience information go to <http://www.paxpictura.com>