

Professional Experience

Rapid7, El Segundo, California

Director of User Experience, August 2007-Present:

Responsible for the research and development of Rapid7's next generation Flex-based rich Internet application (RIA) and the maintenance of the current AJAX-based user experience. Designed RIA UX and generated functional specifications and style guides. Performed numerous site visits, surveys, contextual inquiries and generated personas. Recruited and managed a local team of UI developers, designers and technical writers, as well as remote vendors and offshore resources. Project managed and designed next generation appliance ID (hardware), the form factor and branding of which included an innovative bezel with a detachable light box/drive cover (patent 5478-001 DES pending). Worked with key stakeholders to build a sustained development pipeline and implement Agile Scrum. Researched, procured, and implemented rapid prototyping via iRise to maximize design velocity, generate iDoc based functional specifications, gather stakeholder feedback, and conduct ad hoc usability testing. Participated in product planning and roadmap development. Presented product roadmap and company vision to current and prospective customers including Black and Decker, Sempra Energy, Georgia Tech, Biogen, e-Trade, and the New York Times. Assisted the CTO and other key stakeholders to develop partnerships and OEM opportunities.

As Founder and Owner of SoftAssociates, Inc., Los Angeles, California

Client: Belkin Corporation, Innovation Design Group (IDG), December 2006-August 2007:

Designed user experience for USB Wireless Network Hub and next-generation wireless Pure | AV product line. Deliverables included Windows-based software user interface, hardware-based user interface (ID) and out-of-box experience (OBX). Provided UX project management, technical writing, web-based Help system design and development, specification and style guide documentation, usability testing, and prototypes for documentation and usability testing. Also provided technology solutions for automated and web-based firmware updates and media. Work with International team of vendors and solution providers to deliver projects on time and on budget.

Client: Sunbelt-Software, February 2006-August 2007:

Designed next generation anti-malware solution. Responsibilities included heuristic evaluation and analysis of legacy application and competitor solutions, conducting usability tests of legacy application, and the design and documentation of the user interface.

Client: Panda Software USA, October 2006-January 2007:

Provided high-level design services for marketing website including user information architecture, interface design, editorial, and heuristic reviews.

Client: Microsoft Corporation, Windows Vista, April 2003-January 2004:

Worked as an approved Microsoft vendor with Windows Vista program management, design, and usability to redesign the speech recognition and Guided Help user experience. Process included filtering requirements, creating sketches, generating low- and high-fidelity prototypes for usability testing, and writing detailed specification documentation. SoftAssociates was the first vendor entrusted with confidential Vista UI specification documents.

Client: Microsoft Corporation, Information Technology Group (ITG), November 2002-December 2003:

Continuation of Microsoft global internal CRM suite now a part of ITG. The project was ready to move forward and SoftAssociates was contracted to continue the design of a .NET infrastructure that would enable Microsoft to migrate over 120 disparate applications used around the world into a single UI paradigm.

Client: PeopleSoft, Inc., March 2000-August 2000:

Analyzed legacy paper-based return on investment (ROI) analysis methodology, conducted a competitive analysis and conducted intended user interviews and surveys. Generated information and navigation models and designed the UI. Conducted usability tests using both high- and low-fidelity prototypes. Generated UI specification document.

Other:

Created data-driven e-commerce website. Created a multi-page online survey with a SQL back-end and online report viewing. Developed and conducted a product development lifecycle lecture at GTC West 2002 (government technology conference) in Sacramento, California.

Diskeeper Corporation, Burbank, California

User Experience Product Manager (Director of User Experience), June 2005-January 2006:

Interfaced with development, marketing, and executive management to integrate processes of user experience, e.g., product design, information architecture, graphic design, usability, and user assistance, into existing product development lifecycle. Hired and managed outside vendors and internal product designers, developers, and editors. Was responsible for the heuristic evaluation of legacy software, the collection and distillation of user data, competitive analysis, and the creation and documentation of a new user interface paradigm, e.g., information architecture and visual language, simplifying work flows and user cognitive load while integrating branding and perceived value via aesthetic appeal and ease-of-use. Integrated client and server side applications with attention to custom and common control sets, work flows, and user interface look and feel. To date, the user experience has increased marketability and salability of core (Diskeeper) product significantly.

Microsoft Corporation, Redmond, Washington

Product Design Consultant, January 2001-December 2001:

Worked with Microsoft Product Support Services (PSS) to develop an in-house customer relations management (CRM) application. The product development phases included research and analysis, requirement generation, and usability and design. Phases included the creation of personas, feature matrixes, use-cases, and paper- and code-based prototypes. Site visits, end-user training, and user shadowing sessions were also conducted. Investigated existing shell technologies within Microsoft and leveraged the Microsoft Management Portal (MMP) technology as the proposed platform on which to develop the CRM application. Formed a partnership with the MMP team which enabled PSS leverage the MMP code-base. In return, we would validate the MMP UI design, generate requirements, and code features.

Product Designer, Full Time Employee, May 1998-February 2000:

Worked within Windows2000 Server and Professional design team to establish core UI standards and design and development processes. Responsibilities included heuristic evaluations, product planning, product design, and participation in usability testing. Participated in site visits to collect data pertaining to system management and administration and monitoring. Worked with an international team to develop the Data Center Management (DCM) web-based solution. Assisted design, usability, project management, and an outside design firm with the research and development of the MMP, a web-based network administration solution.

Product Design Contractor, ArtSource, Inc., August 1997-May 1998:

Worked with program managers, usability engineers, developers and production artists within the context of product design. Designed UI with attention to logic flow, user interaction, localization, accessibility, consistency, and verbiage. Assisted in product planning and conceptualization phases. Attended site visits to gather and document user data. Conceptualized and directed the design of symbols and icons. Developed and taught a beginner Adobe Illustrator class in cooperation with Microsoft Technical Education (MSTE).

Sound Health Solutions, Seattle, Washington

Vice President Product Development, February 2000-September 2000:

Conceived initial Internet service model and co founded Internet startup based on an existing brick and mortar (B&M) operation. Internet services included medically based interdisciplinary fitness modules, customized content, monitoring and reporting, wireless peripheral devices, as well as telephony and PDA access. Met with investors. Recruited and managed a program manager, developers, writers, editors, design and usability personnel and other resources. Analyzed existing B&M operation's workflow, conducted focus groups, interviewed industry experts and conducted contextual inquiries, generated user scenarios and personas, and performed competitive analysis. Researched existing technologies and third party solutions as well as potential business alliances. Generated information and navigation models and designed the UI. Co designed and conducted usability tests using both high- and low-fidelity prototypes. Co authored the UI specification document. Designed the identity system based on branding exercises conducted by Girvin Design and marketing data.

CornoyerHedrick, Inc., Phoenix, Arizona

Graphic Designer, August 1996-June 1997:

Worked with art director and clients in the design and development of corporate identity, branding, collateral

material, and signage and way-finding systems. Was responsible for fabrication documentation and signage programming. Conceptualized and designed initial company website.

Graphic Design Intern, June 1995-July 1996:

Designed and copy wrote self-promotional marketing collateral. Assisted multidisciplinary design team with signage design and fabrication documentation. Performed pre-press design production and press checks. Documented site plans and blueprints and developed master signage intent manuals.

Education and Continued Learning

Arizona State University, College of Fine Arts, Tempe, Arizona: Bachelor of Fine Arts, Graphic Design, May 1997

Computer Human Interaction (CHI) Conference, Pittsburgh, Pennsylvania, 1999

Bellevue Community College, Bellevue Washington: Microsoft Certified Systems Engineer (MCSE) Courses: Network Fundamentals, 1998; Networking Essentials, 1998; Supporting Windows NT 4.0 Core Technologies, 1998; and Supporting and Administering Windows 2000, 1999

Edward Tufte lecture, Bellevue, Washington: Presenting Data and Information, 1999

UCLA Extension Classes, Los Angeles, California: User Centered Prototyping: Process and Product, 1998; Designing Visual Interfaces, 1998

Usability Professionals of America (UPA) tutorials, Washington DC: Practical GUI Screen Design, 1998; Making it Usable, 1998; Capitalizing on Usability, 1998

Situational Leadership, Escondido, California, 2008

AdlerConcepts: Performance-based Hiring, Performance-based Hiring Training for Managers, 2008

Certified Scrum Master, Innolution Agile Scrum Training, 2009

Professional Affiliations

Present and past member of Usability Professionals of America (UPA), American Institute of Graphic Design (AIGA), and Association for Computing Machinery (ACM) special interest group: Computer Human Interaction (CHI)

References available upon request