

Education

<u>University of Phoenix</u> , Phoenix, AZ MBA – Technology Management, GPA 3.69	9/2004
<u>Concordia University</u> , Montreal, Quebec BFA Design Art – Major in Design, GPA 3.08	10/1992

Technical Skills

Methodologies:	Use Case development, Rapid Prototyping, User-Centered Design, UML, Wireframing, Graphical User Interface, Visual Design, W3C best-practices and Usability Testing.
Operating Systems:	Windows XP, Vista and Macintosh.
Desktop:	Photoshop, Dreamweaver, Illustrator, Flash, MS Office.
Programming Languages:	HTML, XHTML, CSS3, JavaScript, Ajax, XML.

Professional Summary

Over 16 years of software product development experience. Designed several award winning products including:

- **Fortune 200 Portals:** Interfaced with prestigious clients and customers to prototype, document and design world class enterprise and consumer portals.
- **Enterprise Applications:** Based on analysis and initial requirements, designed workflows, wireframes and prototypes aimed at both business validation and Engineering needs.
- **Consumer Software:** Designed award-winning, market specific portals, applications and software based on consumer segmentation matrix, market research, web analytics and other market and technology intelligence.
- **Project includes:** new software product concepts, interaction design, feature design, visual design library, implementation management, outsourcing management, quality assurance, change management, user testing and documentation.

Experience

<u>Siderean Software</u> , El Segundo, CA Director User Experience	06/06 – 02/08
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Product Design: New Product Development

- Led the design efforts in conceptualizing a breakthrough RDF/Ajax drag and drop portal builder for Fortune 1000.
- Used Rapid Prototyping to document and communicate with both Business and Engineering teams.
- Conceptualized and documented all features through wireframes, flows and prototypes.
- Offshore Integration Team management.
- Features design change process management and design QA.

Walt Disney Internet Group, North Hollywood, CA
Sr. Information Architect

09/05 – 06/06

Product Design: Information Architecture for New and Existing Web Properties

- Concepts, flow, site maps, asset maps and navigation flows for iPod Navigator for Disney Parks.
- Online check-in feature design, flow, site map, wireframes and implementation for Disney Cruise guests.
- Disney Vacation Club site features design, site maps, wireframes, user testing and implementation.
- Disneyland Canadian version features design, site maps, wireframes and implementation.
- Aventures by Disney site features design, site map, wireframes and implementation.
- Communication with both Business and Engineering teams.

PacifiCare Health Systems, Cypress, CA
Manager User Experience

09/04 – 09/05

Product Design: Information Architecture and Visual Design System for all Consumer facing Portals

- Design and management of the Graphical User Interface Guidelines for all 12 portal properties.
- Business and Engineering communication, web analytics analysis, market research analysis, persona development for the purpose of improving workflows and design new features for the portals.
- Prototyping and design of all 12 portals in Photoshop, HTML and CSS.
- Management of the front-end Integration Team.

BXSystems, Quebec City, CA
V.P. Product Development

06/01 – 09/04

Product Design: New Product Development

- Conceptualization of an Enterprise Application Framework application development system using .Net.
- Market research, feature design, workflow, product life cycle, user validations, sales support.
- Management of the Engineering, Design and Integration teams.
- Application design for Client Projects.
- Client projects management.
- Board and executive decision management.
- Methodology implementation.

Charles Schwab, San Francisco, CA
Director User Experience

06/00 – 05/01

Product Design: Information Architecture and Feature Design

- Conceptualization and feature design for Schwab's Investment Managers site and applications.
- Usability research, feature design based on market research and web analytics.
- Wireframing and communication with both the Engineering and Business teams.
- User Experience Team management.
- Rapid prototyping and consensus building.

NetObjects, Redwood City, CA
Director Product Design

02/99 – 05/00

Product Design: Information Architecture and Feature Design

- Conceptualization and feature design for consumer and enterprise applications.
- Usability research, feature and visual design.
- Use Case development, documentation and communication to the Engineering and Business teams.
- Product Design Team management.

PointCast, Sunnyvale, CA
Director Advertising Production

05/96 – 12/98

Fortune 200 Brand Advertising Conceptualization and Implementation

- Conceptualization and design of 30 seconds advertising spots for the PointCast Network.
- Usability research, feature design.
- Sales Engineering and Agency Management.
- Advertising Production Team management.

Internet Shopping Network, Palo Alto, CA
Creative Director

03/95 – 04/96

Product Design: Information Architecture and Visual Design

- Conceptualization and design of one of the first online retail mall/store.
- Usability research, feature design, visual design, workflow, site maps.
- Design and Integration Team management.
- Site won Interactive Age's 'Site of the Year' award in 1995.

T/Maker Company, Mountain View, CA
Creative Director

03/94 – 03/95

Product Design: CD-ROM for Children

- Storyboarding, interface design, animation, feature design, visual design, voice over and usability testing.
- Art direction, client and team management.
- Project and team management.
- Produced 2 CD-ROMs Won the "CES innovation award: Interface design" 1994.