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Tools

Adobe CS
OO Design
UML
Card Sorting
HomeSite
Lotus.Notes

Languages

(D)(X)HTML
CSS
JavaScript
 jQuery
 YUI
 Google UI Webkit
 Dojo
 Scriptaculous
 mooTools
XML
XSLT
CVS
GIT
Tapestry
JSF
JSP
PHP
ASP
Java
Perl
MySQL
XUL
Tomcat
IIS

Objective

A 10+ year experienced User Experience Designer with strong development skills. Strengths include analyzing problems and developing a strategy to tackle them.

Work Experience

Senior Designer

7/2008 – Present Marchex Inc., Seattle, Washington

- Designer for multiple teams – Small Business Marketing (SBM), Publishing and Directory Services, Local Leads/Campaign Management
- Designed many landing pages for Marchex's 400,000+ domains to bring in customer calls.
- Designed and user tested many features on the Online Presence Manager which over 8,000+ users from AT&T bought bringing in more than \$50,000.
- Performed empathy mapping interviews with small to medium size businesses which helped in solidifying our user's needs and gave the company direction on tools to build.
- Designed, managed and built the [Make History](#) recruiting effort which brought in many skilled resources to make top notch tools.
- Worked with the executive team to build a vision of the future of marketing tools which now the company uses as a base road map.

User Experience Designer

3/2004 – 7/2008 Expeditors International of Washington, Seattle, Washington

- UI Designer for 30+ internal web applications for a shipping and logistics company. Solving complex form process for ease of use for data entry.
- Produced extensive user interface specification documents.
- Created prototypes of new applications using JavaScript libraries, JSF, JSP, XHTML, CSS.
- Conducted field research, usability studies and created personas.
- Worked closely with business analysts to help flush out requirements by creating iterative screenshots.
- Created a Front End Development Standards group to promote standard coding methods.
- Maintained and built the corporate UI Styleguide, which included building new widgets to disperse among the developers.
- Researched new technologies such as JavaScript AJAX libraries: Dojo, JQuery, script.actulo.us, Mochikit, Moo, Jitsu.

Freelance Designer

3/2003 - 3/2004 Jong Design, Seattle, Washington

- Designed and developed small local business web sites in the greater Seattle area.
- Hosted, designed and developed sites through the use of ASP, HTML, DHTML and CGI.
- Maintained servers and site content while managing customer accounts.
- Designed and illustrated business identities.
- Digital imaging for product to be sold on the web.

Lead Web Developer

1/2000 - 3/2003 InfoSpace, Inc., Bellevue, Washington

- Implemented and maintained graphical user interface (GUI) in broadband and subscription services as well as back end programming.
- Launched a brand new subscription gaming service 2 weeks ahead of schedule, which kept costs under, budget.
- Assisted in creating Verizon's Broadband Media Center, which secured the partners account.
- Uncovered and solved a security issue in a user manager database that secured the creation of a new billing system.
- Implemented a new billing engine for subscription services to use an in house payment gateway, eliminating the need to outsource.
- Created a dynamic solution for modular packages, through the use of HTML, DHTML, XML, XSLT and CGI, which was later sold as a new application.
- Migrated over 200 thousand users from a SQL database to another, resulting in cutting server costs.
- Launched and developed a interstitial ad campaign which brought in \$50 thousand in advertising revenues.

Web Developer

1/2000 - 3/2003 InfoSpace, Inc., Bellevue, Washington

- Maintained and expanded search and directory portals. Implementing new GUI and back end architecture while documenting technical specifications for each application.
- Evaluated and rebuilt classifieds, white pages, and horoscopes search engines to be faster and more stable.
- Coordinated with advertisement team to create new areas to launch ongoing ad campaigns.
- Migrated source code from an acquired website to an in house machine to reduce the cost of unnecessary servers.
- Managed an Internet Information Service (IIS) server to provide a development area for other developers to build and test new applications.
- Created a profanity tool checker in chat modules to reduce the amount of profanity by 70%, clearing the way for a higher demographic and more customers.

HTML Interface Developer

1/2000 - 3/2003 Go2net, Inc., Seattle, Washington

- In a UNIX environment, maintained and designed financial, hosting and search portals.
- Developed and tested a new bug tracking tool that was more efficient and reliable for development teams.
- Designed and implemented a branded hosting site which later was co-branded, resulting in a \$2 – 3 million deal with Toshiba.
- Maintained a finance message board that brought in paying customers.
- Constructed web pages for high profile columnists that supplied editorial content for the finance channel which increased customer appeal.
- Created a newly designed Intranet, which supplied style and editorial guides, news and internal web tools for employees to reduce training time.

Education

9/1990 - 12/1994 Northern Arizona University, Flagstaff, Arizona

- Bachelor's Degree
- Bachelor of Fine Art, Visual Communications with and emphasis in graphic design