

- OBJECTIVE:** To work with pioneers of the software industry forging a new standard of elegance, value and usability; to teach to and learn from my peers who are, themselves, creative and inspired.
- DOMAINS:** Institutional Procurement, Maritime Shipping Logistics, Geographic Information Systems, Newspaper Network Publishing, Online Educational Materials, Electronic Commerce, Networked Backup and Recovery, Customer Relationship Management, Commercial Real Estate, Web Service Modeling, Integrated Development Environments, Business Intelligence, Business Process Modeling, Real-Time Business Activity Monitoring, Relational Database Design, Operational and Executive Dashboards, Online Banking and Securities, Fixed-Income Trading, Hedge-Fund Management, Census Data Mapping and Hardware Manufacturing.
- SKILLS:** Interaction/Process Design, Thick/Rich-client Interface Design (Standards/Frameworks: Eclipse, Macintosh OS X, Windows 2000, XP and Vista/Aero, Laszlo Systems, Adobe Flex and Palm OS), Information Design, Ethnographic User Research and User Testing, Product Management.
- QUALIFICATIONS:** Ten years professional service experience working for industry-leading companies such as FileMaker, Hewlett-Packard, Knight Ridder, SAP, Oracle and Wells Fargo and enterprise start-ups such as Avinon (now Black Pearl), Collaxa (now Oracle BPEL Server), Celequest, Geographic Research, Syndera, Sarvega and Qestra. I have taught courses and run workshops in human-computer interaction and principles of user-centered design.

EMPLOYMENT HISTORY

- 2002-** Independent Consultant, Zentall User Interface Design (San Francisco, CA)
- 2002-2003** Graduate Instructor, Academy of Art College (San Francisco, CA)
- 2000-2002** Cofounder and Design Consultant, Carbon IQ (San Francisco, CA)
- 1996-2000** User Experience Lead and Design Lead, Phoenix Pop Productions (San Francisco, CA)

PORTFOLIO

Limited portfolio at <http://www.zentall.com>, full portfolio review available on request

SELECTED WORK EXPERIENCE

Oracle

Application Development Platform and Enterprise Applications

I was brought on as a consultant to help shape and coordinate the direction of the next generation development platform and end-user applications. I prototyped new product design concepts that integrated the functionality, simplified and standardized interaction models, and provided more flexible and tolerant experiences. This gave Oracle both a more cohesive, productive and intuitive development platform as well as a richer and better looking framework of application components.

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FileMaker, Inc.

Relational Database Application

I was contracted to perform an independent user interface audit of FileMaker Pro 6.0. This audit was designed to uncover those areas of the relational database application that were not in compliance with operating system guidelines for Macintosh OS X and Windows 2000/XP. I provided FileMaker with a comprehensive report of where and how their application could be improved for future versions. The audit spurred a company-wide initiative to make global changes to FileMaker Pro in order to enhance usability in future releases.

Syndera

Operational Performance Monitoring

Syndera's product suite allows business users to monitor and debug enterprise transactions across applications. Syndera recruited me to design their first public releases. As the *User Interface Design Lead*, I brought their early-stage products to a level of professionalism, focus, and elegance. I created a unique data grid and modular dashboard as the interface centerpieces of this rich internet application.

Questra

Intelligent Device Management

Questra allows hardware manufacturers to monitor, service and control devices that they sell to their customers. Wishing to differentiate themselves from the competition, Questra hired me to redesign their software to be more usable and aesthetically pleasing. I both redesigned Questra's interaction model and user interface to be easier to use and provide greater value to the user.

Celequest

Real-Time Business Activity Monitoring

Celequest Activity Server allows business users real-time views and analytics of enterprise data. Celequest hired me as the *User Interface Design Lead* to design their first public release. From the pre-Alpha prototype to the second public release I worked with the engineering team to iterate, document, and test the interface design.

Knight Ridder

Content Management and Distribution Network

Knight Ridder, is the second-largest newspaper publisher in the United States with 32 daily newspapers and 55 regional websites delivering customized content to local markets. I assembled and managed a 12-person team and served as *Experience Lead* on the project. I worked with the product development team in San Jose to ultimately define Knight Ridder's first unified product, content taxonomy, and administrative toolset.

REFERENCES

Corey Williams, Vice President of Product Development, Syndera Corporation

Rajeev Raman, Vice President, Questra Corporation

Ted Farrell, Chief Architect and Vice President, Oracle Corporation

Charles Swartz, President, Geographic Research Solutions

[*contact info available on request*]