

Objectives

With nine years of practice in aligning business objectives and user expectations through contextually effective, engaging and intuitive interactive experiences I aim to define, develop and optimize sustainable and metric driven software solutions.

- Enable stakeholders to discover audience perceptions and define appropriate engagement opportunities
- Scope implementation efforts and set experience expectations by modeling navigational and behavioral task flows
- Align business metrics and user objectives through research and data gathering / analyses activities
- Conceptualize, design, prototype and develop responsive, user oriented solutions and cross channel campaigns
- Form hypotheses, validate assumptions, plan and execute performance optimization tests
- Strengthen the user-solution relationship by increasing interaction relevancy and experience satisfaction
- Employ rapid and iterative development, agile processes and sustainable solution lifecycles

Work Experience

INDEPENDENT USER EXPERIENCE CONSULTANT – Self Employed – Wooster, OH – 2007 - Present

- Defines engagement and differentiation strategies for digital products in numerous markets
- Consults and optimizes acquisition and lifecycle management models through campaign development
- Conducts research, interviews, surveys, optimization tests and implements findings
- Designs and develops interfaces, interactions, applications, sites, wearable devices, etc.
- Manages project development, stakeholder expectations, concept presentations and feedback gathering

USER EXPERIENCE ARCHITECT – Payl.io – Nashville, Tennessee – March 2015 - November 2015

- Defined the minimal viable product, established application architecture and mapped out user stories based on identified needs and differentiation strategies
- Designed and developed an environment for creating customized purchasing checkouts and a separate application for serving the same
- Increased utilization by advocating and ensuring task flow interactions were as effective and as seamless as could be
- Scaled the application through actively gathering and implementing customer feedback, measuring app's performance and tracking key user interaction events
- Powered acquisition and engagement mechanisms by enhancing distribution and by developing an affiliate platform

USER EXPERIENCE ARCHITECT – Fidelity Investments – Covington, Kentucky – July 2014 - November 2014

- Estimated user stories by mapping them to development sprints and release cycles
- Defined and designed an enterprise application for creating and distributing template based communications
- Integrated cross-platform deployment (email, print, SMS etc.) of promotional and triggered content
- Interviewed account managers and tested prototypes in order to minimize input efforts, increase task efficacy and output quality
- Presented progress to board members, ensuring business initiatives and timelines were being met

USER EXPERIENCE DESIGNER – Johnson & Johnson – Blue Ash, Ohio – January 2014 - July 2014

- Rapidly prototyped a solution allowing participants to review and register for training events
- Mapped and developed the experience engagement flow from invitation email to event reminders and check-in
- Implemented the solution within complex and restrictive enterprise data systems
- Balanced the needs of internal organizations by segmenting and templating application features and experiences
- Collaborated with and consolidated intentions of a global team of developers, consultants and stakeholders

USER EXPERIENCE ARCHITECT – Fusion Alliance - Cincinnati, Ohio – November 2013 - November 2014

- Defined broad project vision while attending to the details that support the complex structures of a cross-channel user experience
- Exploited constraints of designing for various digital channels
- Utilized interactive best practices to provide intuitive, engaging user experiences
- Conducted user research and user interface requirements-gathering activities
- Enabled enterprise businesses to rapidly iterate solution performance and efficacy

SENIOR WEB SOFTWARE ENGINEER – Access Financial – Cincinnati, Ohio – November 2010 - November 2013

- Headed creation and execution of enterprise mobile e-commerce strategy
- Unified cross-channel (Online, Email, Affiliate, Mobile, Retail, Social, PPC) experience design efforts
- Created multivariate optimization tests in cooperation with Adobe Digital
- Prototyped internal and external software to appraise viability and mitigate risk
- Built complex libraries of UI elements and interaction patterns and regularly appraised emerging technologies

Skills

INCEPTION

Experience architecture

Framework development, Engagement strategies, Task and user stories modeling, Requirements documentation, KPI Integration, Solution sustainability, MVP definition

User research

Contextual interviews, Participatory research, Affinity analyses (card sorting, treemapping etc.), Model and process mapping (Personas, Use case flowcharts, Journey Maps etc.), User acceptance testing, Problem framing, Surveys

Information Architecture

Information architecture and design (Sitemapping, Data modeling), Semantic hyper-data, Reports visualization, API formatting, Sorting filtering and segmenting mechanisms, Knowledge organization

EXECUTION

Experience design

Human-computer interaction, Multichannel design, Campaign planning, Mental modeling, Instructional design, Gamification, Social and cognitive sciences, Accessibility

Interface engineering

Interaction design, GUI, NUI (Android, iOS, Windows) development, Responsive layouts, Adaptable interfaces (RESS), Visual design (Photoshop etc.), Form design, CAD, Multimedia production, Modular patterns, Kinetic design

Prototyping and development

Wireframes, Front-end development (HTML, CSS, JavaScript), Pattern libraries and template driven development (angular.js, mustache.js etc.), Systems design (CMS, CRM, POS, LMS etc.) and implementation (PHP, MEAN)

ANALYSIS

Experience management

Personalization, Predictive analytics, Real time and geo location targeting, Value mapping, Content and tag management, Improving loyalty, Reducing acquisition costs, Retargeting, Eliminating frictions

Performance optimization

Hypothesis forming, Split & Multivariate testing (Test&Target, Optimizely, Website Optimizer etc.), Targeted offers (Hybris, Teleaf suites etc.), Visitor analytics and reporting (SiteCatalyst / Adobe Analytics, Google Analytics etc.)

Experience Evaluation

Heuristic and performance analyses, Usability appraisals, Feedback gathering, Friction reduction, Establishing and implementing best practices, Increasing user satisfaction through relevancy

Education

WEB DESIGN & HUMAN COMPUTER INTERACTION – Art Institute of Pittsburgh – Pittsburgh, Pennsylvania – 2007 - 2010

INTERACTIVE TECHNOLOGIES & MULTIMEDIA – WCCSC – Smithville, Ohio – 2005 - 2007

ELECTRICAL ENGINEERING – ETS Nikola Tesla - Belgrade, Serbia – 2003 - 2004