

SUMMARY

User experience designer with 13 years experience transforming business requirements into usable and engaging e-commerce and promotional websites and web application interfaces. Seeking an opportunity to lead a creative team in excelling at the same. Former pleased employers and clients include Fortune 500 and international organizations. Please visit www.smlein.com for links to my UX Design and Direction work.

FUNCTIONAL & CREATIVE SKILLS

- Managing Small Creative Teams
- Managing projects with shifting requirements
- Delivering projects under tight deadlines
- E-commerce and promotional design
- Integrating Design into Agile/Scrum
- Developing Policy, Procedures & Processes
- Contributing to Business Requirements
- Information Architecture (IA)
- Interaction Design (IxD)
- Wireframing and Prototyping
- Interface / Visual (GUI) Design
- Usability Testing, Research & Application
- Web and Interactive Design
- Analyzing Usage & User Stories
- Teaching design theory and process
- Front-end Programming (XHTML, XML, CSS)
- Creating Templates for Developers
- Graphic Design
- Photo Editing
- Digital Illustration
- Promotional and Creative Writing
- Familiar with: Interactive Multimedia Design, Flash, ASP, PHP, JQuery, JavaScript, OutSystems, 2D & 3D Animation

CURRENT EMPLOYMENT

Instructor, part time
July 2010 - present

The Art Institute of Las Vegas

Henderson, NV

<http://www.artinstitutes.edu/las-vegas/>

Taught upper-level web design classes covering all aspects of User Experience Design to students in the Bachelor of Science degree program for Web Design & Interactive Media.

- IMD329: User-Centered Design I
- IMD339: UCD II - Usability Testing
- IMD225: Design and Interface for Interactive Media
- IMD440: Portfolio Preparation

PROFESSIONAL EXPERIENCE

Senior User Experience Designer

May 2005 - September 2010

WorldDoc, Inc.

Las Vegas, NV

www.worlddoc.net

Primary Designer responsible for the User Experience Design of web-based programs and software created to engage users in managing their health and their medical expenses. Managed and Directed both internal and external UxD resources as needed. Involved in every step of the Agile product design process from gathering and contributing to Business Requirements through Interactive Design and User Testing and Feedback Analysis.

- Designed, tested and documented the company's most comprehensive site redesign effort to date
- Conceptualized and designed competitive differentiators: Personal Health Record, Healthy Living Program, Online Coaching, and Automated Health Recommendations
- Established User Experience Design and Usability Testing as norms of Product Development
- Developed company's first Guiding Principles of Design and first Creative Policies / Procedures
- Determined future software tools and features as a member of the Product Committee
- Analyzed and prioritized user feedback as the Chairperson of the Feedback Subcommittee of the Quality Oversight Committee

Senior User Experience Designer Successes

WorldDoc, Inc.

* "Engagement Index" (measure of both user adoption and ongoing engagement)
Increase year over year: 2007: 89.6%; 2008: 137%; 2009: 112.4%

* Site certified by the National Council for Quality Assurance (NCQA). Noted in NCQA's final summation as being "User friendly and intuitive", "Well organized", with "Helpful navigation."

Owner, User Experience Director

July 2001 - present

Artful Intelligence, LLC

Las Vegas, NV
www.artfulintel.net

Responsible for all aspects of this home-based, e-commerce and promotional design business including advertising, sales, research, project management, web and graphic design, production and billing.

- Lead design and production on all projects based on client business requirements and direction
- Managed and directed creative and technical contractors
- Projects include: The Official Jon Bon Jovi fan club, NJ Coors Light distributors, PokerStars.com DVD

* GetonMLS.com achieved \$225,000 in monthly sales within 9 months of operation; noted in *Money Magazine*.

* Steppin' Birkenstock Shoes online sales enabled two new brick-and-mortar store openings within three years.

* Designs for Whak Sak Industries increased sales by 21% (e-commerce improvements, Flash, print ads)

Senior Designer

July 1998 - June 2001

NextGen Internet

Plainsboro, NJ
no longer active

Designed the web sites of local, national and international e-commerce clients

- Directed Interface Design for projects in the company's international offices
- Determined business requirements with, and presented designs to, all U.S. clients
- Primary client: Salton, Inc., makers of the Foreman Grill, Breadman, Juiceman, and Toastmaster

* Salton, Inc. year-over-year increase in net sales: 1999: 78%; 2000: 65.4%

Producer: bURNT.com

Jan 1997 - July 1998

MarketSource Interactive

Cranbury, NJ
www.marketsource.com

Produced popular, college-centric video game site, awarded 4/5 rating by The Web Magazine, February 1998

SOFTWARE USED

Adobe Acrobat	Adobe ImageReady	FogBugz	WordPress
Adobe Dreamweaver	Adobe InDesign	Microsoft Office	
Adobe Flash	Adobe Photoshop	OutSystems Agile Platform	Platforms: Windows & Mac
Adobe Illustrator	Axure RP Pro	SalesForce	

EDUCATION

Manager's Toolbox Certificate

2009

University of Nevada Las Vegas

Las Vegas, NV

BFA - Fine Arts, concentration in Computer Graphics

Sept 1992 - Dec 1996

The College of New Jersey

Ewing, NJ

- Dean's Honor List, Jan 1995 - Dec 1996
- Art Student Association President, Sept 1995 - May 1996
- Awarded Faculty Commendation for Painting, Exhibition of Student Art 1995