

SUMMARY OF EXPERTISE AND EXPERIENCE

- **Web Analytics Expert** with over 5 years experience in SEO analysis, analytics implementation, data gathering and analysis using technologies from Google Analytics and Omniture WebSideStory SiteCatalyst Hitbox: HBX Dashboard, Report Builder and Active View. **Define KPIs, mentor and train business groups** on analytics implementation, data reporting and analysis.
- **Senior User Interface Development** thought leader with over 9 years of experience delivering Interactive Web Development and User Experience projects. Specialist in front-end development and integration of technologies such as JSP, XHTML, PHP, ASP and ASP.Net. **Liaison** between user experience and development teams.
- Highly skilled in developing standards-compliant, **user-facing, cross-browser online and mobile applications** using HTML, XHTML, XHTML Mobile Profile, CSS, JavaScript as well as **Web 2.0 rich media applications** using AJAX libraries (**jQuery expert**) and Flash.
- Experience across all phases of User-Centered Design (UCD) process and Web Development life cycles; **engaged in multiple roles across disciplines**, such as Project Coordinator, Analyst, Production Artist and Developer. Lead UX projects and initiatives.

RELEVANT EXPERIENCE

BravoTech (08/2007 - Present) consulting at Nokia

Senior User Experience Specialist, UX Strategy and UI Development & Design

Projects: Software & Services Beta Trials program, Nokiaforbusiness.com (and .mobi), Support.Nokia.com Request Support & QuoteService, Business Mobility web metrics, Nokia Beta Email, Nokia Beta Labs

Technologies: XHTML, HTML, CSS, JavaScript, AJAX, JSP, PHP

- Lead and execute user experience strategy for Software & Services Beta Trials program and the Nokia Business Mobility global online team. In addition, act as a liaison between the client and the IT development team.
- Lead and execute user experience strategy and front-end development architecture for the Support.Nokia.com (SNC) Request Support and QuoteService websites.
- Manage creative agency, responsible for delivering designs and prototype for SNC projects.
- Coordinate and conduct user interviews with business stakeholders and end users.
- Develop user interface of key web applications using XHTML and jQuery Ajax library. Work with back-end Java developers using Spring framework technology.
- Manage the global web analytics program for NokiaForBusiness.com and .mobi, plus programs for EMEA, APAC and Americas regions. Define key performance indicators (KPI). Provide web analytics data reporting and analysis for NokiaForBusiness website to business groups.
- Provide Hitbox expertise to vendor developing NokiaForBusiness website and to Nokia groups managing Nokia Express Email and Nokia Beta Labs projects.

hawkeye (04/2007 - 08/2007)

Senior Interactive Developer

Projects: CapitalOne Direct Banking, CapitalOne Small Business, Cablevision, Cisco, Dallas Morning News, Hewlett-Packard, Sun Microsystems, ActiveHawaii, Agilent

Technologies: XHTML, HTML, CSS, JavaScript, AJAX, JSP, ASP, PHP

- Led and executed development process for websites and applications for national and international clients.
- Worked closely with creative and technical teams during the full life-cycle of projects.
- Programmed complex and dynamic HTML and Flash websites.
- Analyzed, developed and delivered against high-level requirements.
- Developed and tested for cross-browser compatibility.

Nokia Inc. (09/2001 - 04/2007)
User Experience Specialist

Enterprise Solutions (ES) Online Marketing

Role: UX Consultant / Lead Front-end Technologist / Web Analytics Specialist

Technologies: XHTML MP/JSP, CSS, Spring Framework, JSTL, Java

Web and Mobile Metrics

- Provided site measurement KPIs to align, enabling the business to gauge the site's effectiveness in meeting its goal along with the business strategy.
- Defined roles, responsibilities, resource allocation, and bi-annual budgeting for ES web metrics program at global and regional levels. Also developed metrics reports, structure, and analysis methodology.
- Automated data-gathering process using HitBox Report Builder and Excel.
- Analyzed the data on a monthly and quarterly basis, providing key findings analysis and results to ES. Evaluated web traffic visitor trends and provided actionable next-step suggestions for site traffic improvements.

Nokiaforbusiness.mobi

- Solely responsible in developing the mobile prototype utilized for usability testing, as well as the production site, targeting cross-browser desktop and Eseries mobile browsers.
- Worked closely with the Technical Architect in implementing the presentation layer of the site and functional requirements within the framework.

Nokia.com

Technologies: XHTML, CSS, JavaScript, Vignette CMS and Site Management

Nokia for Business category

- Developed an online product matrix tool using XHTML and CSS with DHTML for interactivity, showcasing firewall, VPN, and mobile software products.

Content Management System

- Performed a heuristic evaluation on content and site management tools provided by Nokia.com content management system platform (Vignette).
- Captured usability issues with the application and provided suggestions for improvement.

Nokia Online (NOL): Common Commerce Platform Engine (CCPE)

Order forecasting and planning web application for Nokia partner site

Technologies: HTML, CSS, JavaScript, JSTL, Java, Struts

- Standardized and implemented best practices and industry standards for the presentation layer.
- Developed an Excel-on-the-web application interface for presentation of complex data.
- Facilitated day-to-day issue resolution between UX team and team of developers and application architect.

Nokia Intranet & Mobile Browsing Guidelines

- Subject-matter expert on usability, user interface development and front-end technology best practices.

Nokia Web Guidelines site refresh

- Established user interface development requirements on topics relating to XHTML, CSS, JavaScript, and cross-browser web development.
- Led effort to transform page templates from table-based code into W3C standards-compliant XHTML and CSS pages, achieving significant reduction in XHTML file sizes.
- Provided advanced training module on how to utilize new templates, shortening development cycle times.
- Streamlined the site user management by reducing off-system dependencies and user management.

Scient (05/2000 - 09/2001)

Front-end Technology Engineer / UI Developer / Analyst

Projects: McNeil Virtual Customer Representative Center (Phase I & II), Vectren e-Enablement, Scient Engineer Acceleration Center Intranet, Key Energy Group, Hewitt Sageo, American Center for Design

Technologies: JHTML/ATG Dynamo, Documentum, HTML, CSS, DHTML, JSP/Struts, WebLogic, Interwoven CMS

- For a major pharmaceutical firm, worked with team of three Front-end Technology Engineers (FETs) to implement template-based page architecture to produce sites that are standardized, scalable, and easy-to-maintain.
- Collaborated with team of five FETs to develop and integrate Vectren's Energy Delivery eBusiness site.

Rare Medium (01/1999 - 03/2000)

Lead Design Technologist / Usability Consultant / UI Developer

Projects: Ritz Carlton Hotel, SITEL, MailSpace, Stride Rite, Betty Crocker, Intel Online Services, eFan Shop

Technologies: HTML, CSS, JavaScript, DHTML, Flash, ColdFusion CFML

- With lead creative designer, developed click-through prototypes and presentation layers for corporate websites, acting as liaison between creative and development teams.

Matrix Integration Technology (03/1998 - 01/1999)

System Administration, Web Developer

- Developed Matrix's Traders Client System online prototype alongside developers and application architect.

COMPETENCIES, TECHNICAL SKILLS

User Experience:

User experience (UX), User-centered design (UCD), Scenario-based design, Persona development, Usability testing, User research, Customer experience, Client management User interface and Interaction design and development

Technologies:

XHTML/XHTML MP/HTML, AJAX, JavaScript/DHTML, ActionScript, CSS, Java (JSP, JSTL, JHTML, Struts, Spring), PHP, Ruby on Rails, SQL, ASP, VB, VBScript, XML

Ajax: Expert in jQuery and Mootools; knowledge of Scriptaculous and Prototype.

Open-source applications: Apache, Tomcat, PHP, MySQL, Drupal, Joomla, MovableType, Wordpress, PHPcake

Applications:

Aptana, Dreamweaver, Eclipse, Flash, Fireworks, Contribute 3, Photoshop, Illustrator, HomeSite, Visual Studio, Source Control (Subversion, ClearCase, VSS, CVS), CMS, Omniture WebSideStory HitBox, HitBox Report Builder, Visio and Axure

EDUCATION

MBA, Strategic Management

University of North Texas (expected 2011)

BS, Business, MIS Concentration

University of Texas at Dallas (May 2000)