

Summary

User Experience leader and university professor with substantial experience with the rigor and discipline of building both branded social media integrations, large global platforms, and mobile applications from brainstorm to initial requirements gathering, use case development and users flow through to interactive proof-of-concept prototypes, wireframes, and functional specifications documentation and design.

Experience

- UltraLinq Healthcare- Head of User Design
- OgilvyOne Worldwide - Director of UX
- WeightWatchers - Sr. Information Architect
- Ultra 16 – Sr. Information Architect
- Exceed Communications - Various roles

Skills

- Rapid application prototyping
- Research, strategy, development, and refinement of the practice of user experience
- Requirements gathering, use cases/flows
- Team leadership/mentoring
- Public speaking

Tools

- UX (Axure, FramerJS, Hype, Keynote, Omnigraffle, Xcode)
- Frameworks (Bootstrap, Foundation, Angular)
- Code (CSS, HTML5, JavaScript, PHP, Processing, Python, Ruby-on-Rails)
- Graphics (Adobe CC, Sketch)

Teaching

- ***A Holistic User Experience***
Adjunct Professor (01/16 - Present)
Parsons School of Design/The New School
- ***Intro to Multimedia / Multimedia Design***
Adjunct Professor (01/15 - Present)
Borough of Manhattan Community College

UltraLinq Healthcare Solutions - New York, NY Head of Visual and User Design 03/17 – 01/18

UltraLinq is a pioneer in cloud-based workflow and image management of medical images. It is also a developer of software for compact and portable Ultrasound and diagnostic sensors.

- Oversaw the brand refresh and established consistent messaging and style guidelines.
- Grew and managed a team of product designers across various locations (Belfast, Ireland, Durham - NC, New York, NY, Seattle - WA, St. Louis, MO).
- Continually refined a web application used by hundreds of clinicians and practitioners at various locations to track, diagnose, monitor and generate reports for thousands of patients.
- Supervised design for a tablet app for ultrasound devices and applications for patient monitoring.

OgilvyOne Worldwide - New York, NY Director of User Experience 11/06 – 10/16

Ogilvy is one of the largest agencies in the world offering a full range of client services including a prominent digital division that builds and deploys branded transactional sites and applications aligned with cross-channel brand campaigns.

- Instituted a collaborative, rapid prototyping and documentation process within the department.
- Specified business requirements, use cases and flows for projects.
- Controlled of resource allocation, reporting & training.

Clients: Aetna, Aflac, American Express, Allergan, Barclays, Blackrock, BP, British Airways, Cisco, Johnson & Johnson, DuPont, Unilever, FM Global, IBM, IHG, IKEA, Kodak, Lenovo, Merck, Nationwide, Nestlé, NY Life Insurance, Philips, Pfizer, Road Runner, SAP, Siemens, TD Ameritrade, Time Warner Cable, UPS, WeightWatchers.

Dan Kawasaki

WeightWatchers.com - New York, NY

Senior Information Architect

04/05 – 11/06

International and domestic subscription-based sites dedicated to health and weight-loss and support of meetings business with over one million paying subscribers.

- Implemented rapid application prototyping techniques into product development.
- Introduced hallway usability testing within the department for project development at early stages.
- IA on major initiatives such as eCommerce, Rich Internet Application upgrade of complex weight-loss tools, mobile application interface design for meetings, desktop widgets, and Monthly Pass.

Ultra 16 - New York, NY

Senior Information Architect

03/04 – 04/05

High-end design studio focused on exclusive brands.

- Specified the usability and functionality guideline of websites working with clients, designers, and programmers.
- Rapid prototypes and walkthrough scenario development.
- Usability and interface design.

Clients: Aveda, ACM, Estée Lauder, Kohl's, Princeton Review, Sony Electronics, The New York Times

Exceed - New York, NY

11/96-06/03

- Director of Software Research & Development, InstantLogic
- Project Director, Toadnode
- Information Architect, Web division

Fandom, Inc. - Santa Monica, CA

Senior Information Architect

10/99 - 11/00

GES Internet - Princeton, NJ

Supervisor, New Media Division

07/96 – 11/96

Memorial Sloan-Kettering Cancer Center - New York, NY

Isotope Manager Central Isotope Lab

09/92 – 08/95

Education

New York University - New York, NY

Masters of Professional Studies, 2003

Interactive Telecommunications Program/ITP

New York University - New York, NY

Bachelor of Arts, Linguistics, 1992

College of Arts & Science

References available upon request.