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Skills summary

Traverse Networks, Sonim, Palm, Apple, NetObjects, and Caere alum. Seventeen-plus years' user interface (UI), information architecture (IA), software product marketing and graphic design experience. Been involved in key product development efforts during high tech's four most famous Next Big Things: telecoms, handheld computing, the Internet, and desktop publishing.

- **UI and IA:** Currently developing visual voicemail, push-to-talk and call management mobile handset applications and associated end-user and administrator web sites. Founding member of the Palm User Interface Team, responsible for handheld OS and application design, end-user hardware and software out-of-box setup experiences, process definitions and deliverables. Corporate Webmaster for three years, responsible for site architecture, design, e-commerce and support knowledgebase integration, content development and project management.
- **Software product marketing:** Spec'ed, managed and shipped OS APIs and end-user shrink-wrap applications.
- **Graphic design and copywriting:** Wrote, illustrated and designed for a wide variety of media, including Internet, print, packaging, video, and interactive CD content.
- **Management:** Led direct reports, contractors and cross-functional teams to create content, marketing programs, product definitions, training events, etc. Worked effectively with product managers, engineers, QA, marcom, PR, localization and sales teams to define and execute programs and maximize product profitability.
- **Spokesperson training and experience:** Frequently briefed press, analysts and developers; presented extensively at tradeshows; organized, moderated, and participated in conference panel discussions.
- **Instructor and published author** of end-user software instruction materials.

Information architecture, user interface, and product management experience

11/04-present
Director of User Experience
Traverse Networks, Inc.

First user experience designer at wireless mobile applications company. Collect and analyze requirements from product management, engineering, and potential partners to design wireless mobile handset applications and web site management features for call management and integrated voicemail services. Directly responsible for:

- Development and delivery of detailed mobile handset application interface specifications for J2ME, Palm OS, and BlackBerry as well as end-user and administrator web sites. All user experience design efforts include terminology definitions, help systems, icons, and overall product design.
- Defining out-of-box sign-up and web configuration processes for a variety of calling plans and user configurations, from single users to families and organizations.
- Implementation of standard human interface design processes, specification documents and deliverables.

3/04-10/04
Senior Product Line Manager, User Experience
Sonim Technologies, Inc.

Responsibilities and experience extremely similar to those at Traverse Networks: as first user experience designer at company created OSA-compliant, user interface designs for push-to-talk (PTT) mobile applications on a variety of handsets and form factors while addressing product requirements from potential carrier partners, handset manufacturers, and consortium specifications. Directly responsible for:

- Development and delivery of multi-platform interface designs for versions 2 and 3 of Sonim's push-to-talk (PTT) handset client.
- Development of interaction and feature concepts for future (as yet unannounced) product offerings.
- Competitive analysis reports (including detailed documentation of competitive user experiences).
- Implementation of standard human interface design processes, specification documents and deliverables.

7/99-2/04

Senior Human Interface Design Engineer, Palm Human Interface Team
palmOne (formerly Palm Computing, Inc.)

Founding member of the Palm User Interface (UI) Team. Worked closely with product marketing, product management, software and hardware engineering, QA, localization and other teams to understand and define end-user needs, coordinate schedules and develop and implement final IA and UI designs. Directly responsible for:

- UI and IA design of handheld consumer applications (e.g. the Palm Zire 71 camera application, the Tungsten T Voice Memo application, the Tungsten C Voice Dialer application, Tungsten C keyboard configuration utility, the Palm Quick Install utility for Windows, and six product tours); Palm desktop applications and installation utilities (Windows and Mac OS); and streamlined end-user out-of-box hardware and software setup procedures.
- Development and maintenance of Palm UI Team design process, specification documents and deliverables.
- Standardization of Palm application help tips style and terminology.
- Design and writing of usability test plans.
- Identification, management and hiring of employees, contractors and agencies.

3/97-7/99

Director of Design & Web Development
NetObjects, Inc.

Managed four web developers, three print designers and multiple contractors. Worked closely with marcom, product marketing, engineering and PR while developing new Web, trade show and print content. Directly responsible for:

- UI and IA design, development and maintenance of the corporate web site, including creation of all written, graphical and interactive content as well as specifications for e-commerce and support knowledgebase integration. Redesigned and relaunched entire web site three times in two years.
- Design, writing and production of collateral and packaging, including a new corporate packaging and ID system.
- Scripting, design, production and presentation of product demos at domestic and international trade shows. Featured moderator and speaker at industry events (e.g. Seybold Seminars).

3/96-3/97

Product Manager, Added-value Components
NetObjects, Inc.

Employee #13 at Internet authoring software startup. Managed a four-person team and multiple outside contractors. Directly responsible for the definition, design and production of added-value Web site templates, graphic styles and clip art for NetObjects Fusion, the first visual Web site authoring application. Worked with engineering to define schedules and requirements and with marcom to create product messages and demonstrations.

9/95-3/96

Product Manager, OmniPage Pro 6.0 for Macintosh
Caere Corporation

Completed the end-user requirements and product definition of version 6.0 of the leading OCR application for the Mac OS. Responsible for v.6 innovations such as a new application interface, interactive AppleGuide assistance, AppleScript automation and the first automatic text-to-HTML OCR conversion engine. Directed marcom, PR, channel, direct mail and advertising efforts during product launch.

7/92-9/95

Product Manager, QuickDraw GX
AppleSoft division, Apple Computer, Inc.

Completed product definition and positioning of new Mac OS print, type and graphics technology (API), drawing on personal knowledge of printing, graphic design, typography and color management. Directly responsible for:

- Identification of end-user and developer requirements (including cross-platform implementation).
- Development of marketing messages and content.
- Presentations at tradeshow and developer, press and analyst briefings.
- Print and graphics product marketing specialist on the Mac OS System 7.5 launch team. As a dotted-line member of the Apple Pacific marketing team became extremely familiar with Asian and Pacific market user requirements, especially for type and graphics on non-Roman, double-byte computing systems.

Graphic design and copywriting

7/90-7/92

Copywriter

Creative Services, Apple Computer, Inc.

Lead print and interactive content copywriter for Apple Imaging products (printers, scanners, digital cameras) and Macintosh system software products (System 7, QuickTime v.1, TrueType). Worked with product managers to define positioning and messages. Worked with designers, illustrators, programmers and photographers to direct visual and interactive content. Lived in Boston, full-time telecommuter.

11/87-7/90

Art Director

Creative Services, Apple Computer, Inc.

Directly responsible for design and production of print and interactive collateral and trade show presentations showcasing DTP hardware and software solutions. Provided departmental technical design development and training, culminating in two week, off-site Creative Services' Macintosh training program in August, 1988.

Breakthrough design projects include:

- Member of Apple's 1987 interactive HyperCard annual report design team.
- Design and production, in conjunction with Crosfield and Letraset, of *What can you get from a Macintosh?*, the first four-color computer-to-film print job.
- Writing, design, illustration and production responsibility for multiple projects, including joint Apple/Adobe solutions brochure, an introduction to TrueType and an interactive Apple products catalog.
- Lead presentation designer, writer and coordinator for 1990 Apple Creative Forums, a five-city DTP tradeshow.

5/86-11/87

Production artist contractor

Creative Services, Apple Computer, Inc.

First full-time Macintosh production artist in Creative Services. Alpha and beta tester for Apple hardware and software and versions 1.0 of Aldus PageMaker, Adobe Illustrator, Quark Xpress and other breakthrough DTP and graphics applications. Produced Apple's first fully desktop-published project, *Wheels for the Mind*, a 100+ page student software catalog. Provided extensive departmental technical support.

Education

1981-1985

BA in History

Stanford University

Courses included European, Chinese and modern American history and a research internship at Henry Ford Museum in Dearborn, Michigan. Other courses included complete undergraduate chemistry, physics and calculus core; art history, graphic design, illustration, painting and photography; and German and English literature.

1980-1981

Aargauische Kantonschule

Aarau, Switzerland

One year advanced high school education at Swiss college prep school. Courses included chemistry, physics, biology, history, German literature and art.

Teaching

10/84-6/85

Instructor, Using the Macintosh at Stanford

Stanford University

Member of undergraduate team that proposed, organized and taught first end-user Macintosh class. Responsible for writing training materials, teaching, grading and other organizational activities.

1/91-6/92

Instructor, Kodak Center for Creative Imaging

Camden, Maine

Wrote training materials and taught Mac fundamentals and design at Kodak school for design professionals.

Publications

1985

Approaching Macintosh
Addison-Wesley

1990

Approaching Macintosh-update
Addison-Wesley

Member of team that produced college textbook for beginning Macintosh users. Most material adapted from Stanford Macintosh course. Update included new sections on HyperCard and other software packages.

2004

The Palm Zire 71 Camera Interface
ACM, SigCHI 2004

Paper and presentation to the 2004 CHI meeting in Vienna, Austria.

Languages

German (conversational)