

## Summary

20+ years tech industry experience:

- ◆ Design and scripting for web and intranet applications
- ◆ UI/UX analysis, information design and data presentation
- ◆ **Project & content management, and team leadership; Design Manager and Creative Director experience.**
- ◆ WCAG & 508 Accessibility expertise
- ◆ Multiple development frameworks and CMS environments

As a web professional, I've led small teams in multi-phase site production. From wireframe concept, throughout content production, to final rollout, I've completed these projects within time and budget constraints. These accomplishments have come through research, task management, and effective communication.

As a marketing professional, my roles have included:

- ◆ Brand/identity development and reinforcement
- ◆ Google Analytics collection and reporting
- ◆ Direct response campaign development and implementation
- ◆ Production of collateral media: print, motion graphics, video and audio
- ◆ Social media program development

## Technical

### Web/Dev

Hand-code HTML, CSS  
 Balsamiq (Mobile Wireframing)  
 Invision (Mobile Prototyping)  
 JavaScript/JS libraries (jQuery)  
**JIRA (Project Mgt.)**  
**CMS - Drupal, Ephox, ChannelNet**

### Graphics/DTP

Photoshop  
 Illustrator  
 Image Ready  
 InDesign  
 Advanced Acrobat  
 PDF tools  
 4/C process

### Accessibility

Sec 508 / WCAG 2.0  
 (A & AA) Compliance  
 JAWS (JFW v15)  
 VoiceOver  
 W3 Evaluation tools

### Social Media

Facebook and Twitter  
 API Widgets

### Marketing/CRM

**Google Analytics & GA API**  
 Eloqua, Salesforce for direct response

### Motion Graphics, Video/Audio

After Effects  
 Final Cut Pro  
 ProTools

## Professional Experience

### Mobile Application Design & Prototyping

Esourceful, LLC

Corte Madera, CA

2015-Current

Esourceful is a developer of consumer lifestyle applications for service reviews, team scheduling tools. I design UX path flows in Balsamiq, then create hot-spot UI prototypes using Invision for usability testing. VoiceOver testing as needed.

### Web Content Specialist (US Federal Gov't, GS-12)

General Services Administration, San Francisco

2013-2014

GSA is the Federal agency that supplies and manages real estate, equipment, and fleet inventories for other Fed agencies.

- ◆ **Managed small team of subcontractors to design and build intranet tool interfaces** and data presentation, using HTML/CSS/JQuery. **Responsible for task assignment and status reports for individual team members.** I designed and (with my team) built intranet-based tools to help other GSA employees perform their jobs more easily. These included forecasting, budgeting and data presentation tools for resource analysis of Federal office space.
- ◆ **Project management of tracking code updates for Google Analytics**, automated report filtering and generation using Google Analytics API. Used GA to determine usage of GSA tools and docs for 508 / WCAG analysis.
- ◆ Large volume document accessibility analysis and remediation for Sec 508 compliance. Analysis and remediation of forms-based and data table documents. Optionally, brought document subsets to WCAG 2.0 AA standards according to usage stats. This project included 3000+ documents of varying formats: PDF, HTML, DOCX, XLS, and PPT. Manual analysis and correction was employed, as well as automated tools. Completed GSA Accessibility training program.

- ◆ **Provided content management for GSA's four largest departments**, ensuring conformity to Federal standards for accessibility, accuracy, presentation and timeliness. Responsible for database updates and CMS maintenance.
- ◆ Responsible for final "sign-off" on department CMS updates for Sec 508/WCAG A and AA status where appropriate.

### Web Design Manager

Global Wine Company, LLC

Sausalito, CA

2010-2013

GWC builds and licenses wine club ecommerce websites for national brand partners: Williams-Sonoma, New York Times, Food & Wine Magazine, and Omaha Steaks. Leading the web engineering team, I worked with Marketing personnel fulfilling customer acquisition and sales goals as directed by GWC and its partners. Increases in club subscriptions, store case sales, and shorter conversion paths resulted from these efforts, reported by Google Analytics.

- ◆ Managed team of design, engineering, DBA, and QA members to implement wine club subscription e-commerce services.
- ◆ Designed and built UI/UX controls for transaction and cross-domain interaction from Williams-Sonoma home site to wine services.
- ◆ **Wrote functional specifications for user-generated content, social media sharing, and product rating/recommendation features.**
- ◆ Developed Facebook and Twitter social media presences for Williams-Sonoma and New York Times clubs, w/ platform SDK widgets.
- ◆ Created direct response email programs w/ cross-functional teams; provided analytics code, A/B reports for strategy comparison.

### Senior Designer, Marketing

Triton Distribution Systems, INC

Sausalito, CA

2007-2009

A developer of B2B travel applications, Triton Distribution created web-based GUIs, changing inventory booking for international travel from previous command-line methods. I designed interface and form-based product features, including navigation flow and user controls. Managed small engineering and quality-assurance teams. Developed targeted marketing for multiple audience segments, including industry "consolidators" and agency partners.

- ◆ Hand-coded HTML/CSS foundation assets for the company's first .NET based SaaS (Software-as-a-Service), Red Dragon Express.
- ◆ Designed interface wireframes for TritonTwist, a B2B supply app allowing vendor access to international agent inventories.
- ◆ Built sales, email landing and trial promotion pages to support Triton's direct mail strategy.
- ◆ **Wrote technical documentation to describe features and navigation, and style guides for development implementation.**
- ◆ **Participated in Agile scrums as design SME for interface analysis and change implementation.**

### Freelance Design/Development

dba Magnetic Diary Studios

San Rafael, CA

2001-2007

Providing web, print and motion graphic design for contract hire. Content copywriting and article contribution.

- ◆ **PhysicianShare:** Designed social networking site for user sharing of pregnancy ultrasound video (concept: Facebook+WebMD).
- ◆ **Fair Isaac Corp (FICO):** Built email landing pages for Eloqua response tracking, managed outside vendors for these programs.
- ◆ **HumanConcepts:** Developed product launch sites promoting new releases of OrgPlus organizational charting software, and presenting dynamic content comparisons of competing packages.
- ◆ **Clear Case Legal:** Provided forensic graphics for legal firms requiring exceptionally clear and compelling information design.
- ◆ **Shakespeare Theatre Co:** Produced and edited TV broadcast spots aired on ABC, NBC, CBS affiliates in Wash. DC market.
- ◆ **Theatre de la Jeune Lune:** Created promotional video for "The Miser" (Moliere); this feature opened nationwide generating advance ticket sales, winning awards for use of stop-motion technique applied in After Effects.

### Creative Director, Marketing

The SoftAd Group, LLC

Sausalito, CA

1998-2001

This marketing/software agency provided solutions for Ford Motor Co. and their subsidiaries, Jaguar and Lincoln-Mercury to funnel sales through independent dealer channels. Responsible for interface construction of an automated partner "mini-site" builder. Designed ten CMS-driven prototype sites to increase sales of SoftAd's flagship server software, ChannelNet Content Management System.

- ◆ Designed showcase sites featuring ChannelNet's application in multiple industries (airlines, insurance, manufacturing, HVAC)
- ◆ Built web-based "model configurators" allowing end-users to select specific automotive needs and drive those sales to regional channel partners.
- ◆ Managed outside vendors in a complete re-branding of SoftAd's identity from that of a small service agency to a large-scale software design company, rebuilding the corporate site, and other company assets.
- ◆ Designed media kits, motion graphics, and high-quality presentation brochures to support sales staff.

## Education

Bachelor of Science, Economics

California Polytechnic University Pomona, CA

Emphasising economy and politics of East/Southeast Asia

Bill Ulrich

TEL 415.488.3951

EML bill@magneticdiary.com