

## PROFESSIONAL SUMMARY:

- Senior UX Designer, Interaction Designer, Information Architect and Visual Designer with over ten years' experience developing and designing online interactive products, Web/mobile content, user experiences, information architecture, entertainment and news media systems, e-commerce systems, and online media apps for the iPad and iPhone mobile platforms.
- Experience with UI/UX designs for Web and mobile includes identifying the personas, and user stories, defining the information architecture, creating conceptual designs, developing Axure wireframes for new editorial products and concepts, and strategies for usability, online marketing, and search engine optimization (SEO).
- Experience as a Creative Director and Creative Manager managing teams of designers (UX, Visual and Interaction Design).
- Experienced application UX designer developing personas, user stories and buyer's journey; usability testing and research, designing Adobe AEM/CQ CMS components, visual design, information architecture design and taxonomy.
- Extensive experience working with business units, product management and SMEs to assess, scope and reach agreement on requirements and business objectives that match product marketing goals, and tested UX designs.
- Portfolio: <http://www.tedrichards.net>

## SOFTWARE/TOOLS:

- Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver, and Fireworks, InDesign): 10 years' experience
- UX development, HTML, HTML5, CSS, Balsamiq, Axure, Proto.io, Sketch, Visio, Atlassian JIRA (Agile): 5+ years' experience
- Microsoft Office: PowerPoint, Word, Excel, Visio 10 years' experience
- CMS Software: Teamsite, Adobe AEM CMS, Siebel 8: 5 years' experience
- JavaScript, JQuery, Ext-JS, Bootstrap: 5 years' experience
- Linux, Apache, PHP, MySQL (L.A.M.P.), Microsoft Visual Basic, Visual Studio, VB Script: 10 years' experience
- Windows 10, 7, IIS 7.0, Active Server Pages (ASP), .NET (.ASPX), XML/XSL, SharePoint: 5+ years' experience
- Media Editing (AVS Video, VideoPad, Adobe Soundbooth, Adobe Animate (Flash): 5 years' experience

## PROFESSIONAL EXPERIENCE:

[tedrichards.net](http://tedrichards.net), Los Gatos, CA

**Consultant**

**8/15 to present**

Design and produce Web and mobile applications for private corporate clients. Consulting services include UX prototyping, user profiles and stories, information architecture, interaction design, story mapping, visual design and info graphics.

I just completed a special project for Flexera Software designing the UX and Visual Design for a new Cisco customer portal. Project included designing a complete 14-page low-definition wire frame mockup, and a high-definition clickable Axure mockup. New prototype design was well received and achieved the “wow” factor the team wanted to achieve.

I am also a design consultant for [Cloudmark](#) providing visual design and UX design services for a new spear phishing product, Trident. Current projects completed are [four info graphics](#), and over 100 demand generation banner ads that are appearing on major media and technology Web sites via Google AdWords and LinkedIn. I also used InDesign to design .pdf sales and marketing collateral for print and online downloads.

[Altera Corporation](#), San Jose, CA

**Senior UX Designer**

**11/2012 –8/15**

- Worked with Altera Corporate Marketing and interactive design agency to design and develop new Web site for Altera Corporation providing programmable device (FPGA) and solution information, online service applications, and corporate communications. New Web site design work included user experience design, interaction design, personas, user story development and user story mapping; usability testing and research, designing Adobe AEM components, visual design, information architecture design and taxonomy.
- Designed the information architecture, integrated the demand generation buyer’s journey, and developed Axure clickable wire frames used testing usability processes.
- Designed new “myAltera” customer management portal, including UX and Visual Design that supported customer subscriptions, software licensing and downloads and training courses.
- Responsible for all the visual design and visual design assets, including stock photography, typography, visual components and icons. In addition, designed the Marketing group’s SharePoint portal based on personas and user stories.
- Used Adobe Creative Suite to design landing pages, mobile application and responsive design prototypes, SVG graphics and icons, special promotion designs for FPGA device products, industry solutions, and demand generation email campaigns.
- Designed demand generation email templates using Oracle Eloqua marketing automation templates. In addition provided designs and conceptual illustrations for email campaigns.
- Managed and provided interaction designs, visual designs, and HTML/CSS code for Adobe Experience Manager (AEM) components. Developed graphic libraries, and assets for Web site and AEM components.

## **Altera Corporation, San Jose, CA**

### **Consultant**

**02/2011 – 11/2011**

- Contract UX Designer and Interaction Designer for Altera Corporation designing the UI/UX for an online logic device product application and licensing system.

## **[EMC<sup>2</sup>](#), Pleasanton, CA**

### **Consultant**

**10/2011 – 03/2012**

- Successfully completed a consulting contract with EMC<sup>2</sup> designing the UI/UX for a new cloud-base data center system, EMC ONDEMAND. Responsibilities included directing one in-house UX Designer to assist in wire frame designs.
- New design development included Agile project management, Balsamiq wire framing, virtual data center information architecture, visual design, html/CSS mock ups and html/css production templates.
- UX Design and Interaction Design included methods and workflow designs for provisioning servers, installing applications, administration for users and permissions, and generation of reports on utilization, bandwidth and quality of services.

## **AKiiRA Media Systems, Palo Alto, CA**

### **Senior UI/UX Designer and Creative Director**

**03/2008 – 03/2011**

- Directed and designed the UI/UX design, information architecture and development for all AKiiRA intelligent media applications for Internet and mobile platforms including iPhone, Android and iPad.
- Responsibilities included working with content providers to produce intelligent media applications for leading media networks and distributors including news and sports networks, major national newspapers (US Today and Washington Post) and media distribution providers. In addition I managed and directed an off-shore team in India of 2 developers and 2 UX Designers providing them with design wire frames, and technical software specifications.
- UI/UX designs for Web and mobile include defining the information architecture, creating conceptual designs, developing Axure wireframes for new editorial products and concepts, and strategies for usability, online marketing, and search engine optimization (SEO).
- Bingo Visual Search: Designed a new visual search engine working prototype that could search and accurately match videos to selected videos using a patented visual concept detection method. Design included extensive usability studies for visual search methods and display of visual Meta data derived from a video, i.e. concepts, faces, closed captions, and keywords. Designed video concepts information architecture, interaction designs and authored video content guidelines and creative brief for visual search product. Worked with visual search development group to develop information architecture, user interface, content management and database design to support key functions such as "More like this" and visual concept

searches, such as "Political Speech," "Natural Disaster," "Home Run." Authored Visual Search Marketing Requirements document that identified target user personas, user stories and online marketing and SEO strategies for visual search.

- iTwips: Designed a working news summarization prototype capable of summarizing complete online newspapers such as the Washington Post, and New York Times.
- Responsible for all the visual design, including branding logos, info graphics, typography, visual language components, and icons.

## **ZVUE Corp, San Francisco, CA**

### **Director Product Marketing and User Experience Designer**

**07/2003 – 12/2007**

- Managed and directed a team of five designers, and marketing coordinator that produced, and designed an e-commerce Web site, download video Web site, customer support site and online marketing for ZVUE Media Player.
- Responsible for directing a team that designed a licensed video download site, including the information architecture, social networking, and video navigation. Web site design process included information architecture, usability analysis, wire frame concepts and tests, Web content design, CMS specifications, and online marketing strategies.
- Directed, designed and produced all Wal-Mart packaging and marketing collateral for ZVUE Media Player and MP3 audio player products, including retail and Internet product packaging, marketing communications, advertising, retail sales support, point of purchase displays and in-store merchandising.

## **ChannelNet, Mill Valley, CA**

### **Product Development Consultant**

**11/2001 – 10/2004**

- Worked as product development consultant for new products and services, designing enterprise-level Web site prototypes, and online application services utilizing the company's ChannelNet/SiteBuilder XML/XSL-based application platform.
- Directed a support team of developers and one UI designer to develop new working prototypes.
- Projects included Hunter Douglas Window Fashions, Volkswagen, La-Z-Boy, and Ford Motor Dealer Connection.

# ted richards

e-mail: [ted@tedrichards.net](mailto:ted@tedrichards.net)

Online portfolio: <http://www.tedrichards.net>

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## **DNA Sciences/DNA.com**

### **Creative Director**

**07/2000 – 11/2001**

- Assumed executive creative direction for the DNA.com start-up operation; recruited and managed a staff of five designers, an Art Director and Web Producer that successfully converted the Web site operations from contracted consultants and service providers to a 100% in-house operation.
- Designed and developed the Gene Trust marketing and recruitment system featuring targeted e-mail lists, online advertising campaigns, website analysis and traffic metrics, advertising placement on advocacy Web sites, and family genetics information architecture. DNA.com received an average of 45,000 unique visitors a month and recruited over 12,000 Gene Trust registrants online who registered to donate blood for genetic studies.

## **Audiohighway.com**

### **Creative Director/Web Designer**

**07/1996 – 07/2000**

- Directed and produced audiohighway.com Web site, hosting over 6 million unique visitors per month; developed products and promotional systems for major entertainment studios and rich-media content providers, such as Sony Music, Sony Pictures, Dreamworks, Hollywood Records, Penguin Audiobooks, and Simon and Schuster audio books.
- Managed and directed a team of five designers and four web producers.
- Inventor of patented dynamic, interstitial advertising technology for integrating demographically-matched ads with audio content.

## **SoftAd, Inc. (now ChannelNet)**

### **Creative Director, UI Designer**

**11/1994 – 06/1996**

- Designed prototype Advertising Sales System for Knight-Ridder newspapers, OEM and Aftermarket Field Sales System for Allied Signal, Truck and Braking Division, and Agricultural Sales System for AgrEvo agricultural chemicals and products.
- Designed GUI interface and consumer automotive information architecture and taxonomy for Dealer Sales Automation prototype (FocalPoint) for Ford Dealer Connection. In addition, developed content guidelines for consumer vehicle information including standard features, options, operational specifications, and dimensions and capacities. Prototype was successfully presented to Ford Marketing executives and contracted for a national Intranet-based implementation.

## **EDUCATION:**

- Creative Writing, Philosophy, Anthropology, Industrial Design and Animation – San Francisco State University