

Passionate about creating intuitive, simple, and effective user experiences.
Represent the voice of the customer by understanding user goals and behaviors.
Extensive architectural and technical background in complex enterprise applications.

Professional Experience

EMC Corporation

Consultant UX Designer, 2012-present

User Experience Designer (UXD) for VNX product line, specializing in user research, competitive analysis, wireframes, storyboards, interaction design, usability testing, prototyping, etc.

- Collaborated on the design of a new Sencha Ext JS HTML5 GUI, as the customer advocate. Created design patterns for intuitive navigation and display of information, task based wizards, dashboards, information architecture, etc. Worked with product management and engineering to focus on simplicity and ease of use when converting product functionality to the new GUI.
- Designed UX for cloud storage project. Interviewed customers on their cloud storage use cases and requirements. Synthesized requirements and functional components into a House of Quality Report, working closely with engineering and product management. Created Balsamiq storyboards for top use cases and wrote an Adobe Flex plug-in for a proof of concept.
- Adapted the UXD process to a sponsorship model as the organization transitioned into a scalable agile framework (SAFe). Created a UX Community of Practice to train engineering design partners using social media, wikis, seminars, and design/implementation reviews.
- Sponsored UXD for several component areas, created and validated requirements for various user personas, designed intuitive workflows, evaluated competitors, tested usability, and worked closely with developers to ensure implementation met the design.
- Worked with the office of the CTO to extract and analyze AD project information using Python and then created data visualizations showing the portfolio broken down by IP theme, business unit, product, and geography using Excel, Gephi, CartoDB, and Tableau.

Consultant Software Engineer, 2007-2012

GUI architect, coordinating global technical decisions between different teams, evaluating technologies and implementations, creating functional specs and presentations and working with other business units on education and adoption of the Unisphere GUI frameworks.

- Served as feature lead for VNXe storage provisioning, ensuring ease of use while porting code from a mid-tier to an entry level product. Influenced a cross-functional team to simplify the most common workflows using intelligent defaults and removing unneeded legacy options. Created an end-to-end provisioning design for FC/iSCSI ports, hosts/initiators, and applications.
- Worked with a small team to evaluate HTML5 options as an alternative to Adobe Flex. We created a list of requirements and desirable features and evaluated several Javascript frameworks to identify the best candidate, Ext JS, after discussion with other groups.
- Created a Unisphere Mobile prototype iPad app by learning Objective C and iOS programming, conducting user research on mobile use cases and platform adoption, and leading a small international team to complete the app. UM was featured in an EMC World keynote address.
- Invented an alternate interface for storage management, using a mobile device camera and augmenting the picture with visual displays of equipment health, temperature, power consumption, and performance. Pitched the idea to senior management and won an innovation showcase award. Worked with the AD team to create a proof of concept.

Symantec Corporation, 2005-2007

Advisory Engineer

Hands-on architect for CommandCentral Storage, an enterprise storage resource and SAN management product, using Java/Tomcat/Servlets, C++, and Javascript.

- Enhanced the user interface to Web 2.0 style using Ajax techniques for tables, trees, smart update, search completion, etc. Worked closely with the user-centered design team to define product use cases, develop prototypes and finalize user interface navigation and layout.
- Re-architected version 5.0 using optimized database model to improve scalability, supportability, and usability. Startup time dropped from several minutes to 5 seconds.

VERITAS Software, 1999-2005 (acquired by Symantec)

Principal Software Engineer

Created SANPoint Control which provided comprehensive storage resource management and end-to-end data path management from application to switch to storage array, written in Java and C++.

- Devised product requirements, project plan, and overall architecture after researching the industry and consulting with potential customers to identify their problems.

Seagate Software, 1995-1999 (acquired by VERITAS)

Senior Staff Software Engineer

Designed and developed Manage Exec: a server management application which monitored system performance and health, calculated normal behavior and generated pro-active alerts.

Frye Computer Systems, 1993-1995 (acquired by Seagate)

Senior Software Engineer

Created the Frye Network Management Platform for automated network management

Axint Technologies Corp, 1987-1993

Product Development Manager

HandiSoft, 1984-1987

Vice President, Software Development

Co-founded a non-profit software/hardware consulting firm providing training and employment for physically disabled people. The company grew from 3 to 24 people over four years.

Education

University of Pennsylvania, Philadelphia, PA

Masters in Computer Science in 1986. Major in Computer Graphics, and also UPenn for Bachelor of Engineering and Economics in 1984. Major in Systems Engineering and Finance

Online certificates in Human-Computer Interaction, data science/analytics/visualization, machine learning, social network analysis, statistics, computer vision, R, Python, Hadoop, Spring

Awards and Patents

- Awarded 13 US patents in addition to 37 pending patents
- EMC Innovation showcase winner for "Augmented Reality for Storage Management"