Micah Herstand

Micah@Herstand.com, 608-770-4917

Proactive designer and developer, empathic communicator, curious learner. Perceptive user advocate. Driven to conceive and execute new business ideas. 10+ years designing and developing customer facing websites, 5+ years researching and implementing human-centered design, 2 published research papers in Human-Computer Interaction and Information Systems. Integral in the development of high-visibility e-commerce websites. Looking for a challenging environment where an entrepreneurial attitude and customer obsession is collectively fostered. Seeking a UX and/or front-end dev position that will enable me to translate my user intuition, technical expertise, and research acumen into delightful and engaging software experiences.

Technical Skills

Web Development Proficiencies
- HTML5, CSS3 (SASS), JavaScript (Ajax/jQuery/Require), MySQL, PHP, Python, Perl, Java

Web Development Technique Proficiencies
- Responsive Web Design, Progressive Enhancement, RESTful API development and usage, Google Analytics, SEO (conceptual techniques and technical implementations)

Software Development Proficiencies
- Java with Model-View-Controller and Model-View-Presenter architecture experience

Professional Experience

Shopbop, An Amazon.com Company
User Experience Developer, September 2013 — June 2014
- Designed and developed user-facing features for e-commerce site with millions in revenue
- Introduced new social media strategy – scheduled and ran meetings, presented on Facebook/Twitter/Google+/Pinterest integration, mocked-up prototypes
- Contributed to company-wide style guide and widget directory

Wisconsin Consolidated Court Automated Programs
Web Developer and Designer, February 2013 — August 2013
- Designed, developed, and deployed Scala-based web apps responsible for Wisconsin court operations, jury management, and judge calendars
- Discussed and advocated for user needs and UI standards

AT&T
User Experience Developer, November 2011 — September 2012
- Designed and developed AT&T's internal social network, tSpace, in Java using Struts
- Responsible for full lifecycle development of multiple projects
- Worked with team to scale apps for >100,000 users and millions of requests per day
- Trained in and executed Agile Methodology using Rally Software

Washington University in St. Louis
Web Developer, February 2011 — August 2011
- Designed new interfaces and built high-fidelity prototypes to test user interaction
- Supported technological evolution through white papers on ajax and the mobile web

Human-Computer Interaction Researcher, September 2008 — August 2011
- Published award-winning research and developed popular app "Looking Glass"
- Designed and conducted user studies, performed heuristic evaluations of interfaces
- Presented internally and externally on new developments and software goals

Digital Enterprise Research Institute, Galway, Ireland
Research Fellow, June 2010 — December 2010
- Led front-end engineering of an interactive enterprise data management platform
- Collaborated with users to document needs, and team members to design new solutions

Quad Connect
Co-Founder, Spring 2009 — Spring 2010
- Founded a community-building company designed around a "social/local/mobile" app
- Contributed to product development, interface design, online presence, and branding
- Presented winning concept to Olin Cup Entrepreneurship Competition committee

Proud Honeybee Productions
Web Developer, January 2008 — Present
- Designed and developed desktop, mobile, and responsive artist websites
- Designed successful ArisTake.com music business blog with a custom-built backend
- Designed wireframes, mockups, and prototypes before implementing features

The Independent
Editor-in-chief, layout designer, August 2004 — June 2005
- Managed journalistic team of editors, ran meetings, direct contact for printers
- Critical decision-maker in article inclusion and placement, headline choice, and distribution
- Designed newspaper layout and built Adobe InDesign style guide

Freelance Design and Development
Designer and Developer, Fall 2002 — Present
- Developed websites from scratch on a LAMP stack
- Worked directly with clients to design websites around their needs

Publications

- Edward Curry, Souleiman Hasan, Umair ul Hassan, Micah Herstand, and Sean O'Riain. "An Entity-Centric Approach to Green Information Systems." *European Conference on Information Systems* (2011).
- Paul Gross, Micah Herstand, Jordana Hodges, and Caitlin Kelleher. "A Code Reuse Interface for Non-Programmer Middle School Students." *International Conference on Intelligent User Interfaces* (2010).

Presentations, Honors, and Awards

- February 2011 St. Louis UX Conference Speaker, *The Next Decade of Web Design*
- December 2010 Invited speaker, Galway, Ireland, *Linked Data and the Semantic Web*
- January 2010 Winner of Olin Cup Student Entrepreneurship Competition, Quad Connect
- January 2010 Semantic Web MIT workshop with Web founder Sir Tim Berners-Lee
- January 2010 Best paper winner at International Conference on Intelligent User Interfaces
- October 2009 Social Media Club St. Louis Panelist – *Semantic Web*
- June 2009 Interaction Design Association St. Louis Invited Speaker, *Semantic Web Design*
- Spring 2009 Boeing Scholar at Washington University in St. Louis
- Spring 2009 Washington University Computer Science Award of Excellence
- Fall 2006 Washington University Donald and Mary Stone Art Scholar and donor speaker