Todd Baker

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Profile

A results-driven, detail-oriented, and analytical UI designer/engineer/product guy skilled in user centered design, interaction design, usability, user experience and UI/Client architecture. Expertise in HTML, JavaScript, CSS and overall standards-based design. Well versed in developing cross-browser compliant web applications on multiple platforms.

Education

Purdue University, West Lafayette, IN — Math, Physics

Skills

- Wire Framing, Prototyping
- Interaction Design
- User Centered Design, Personas, Usability, User Experience, User Testing
- UI Architecture
- Information Architecture
- Project Management
- Agile Development (SCRUM)
- Javascript, jQuery, prototype, HTML, CSS
- PHP 5+, Java, C#
- CakePHP, CodeIgnighter, Agavi, Smarty, Struts, Velocity, Sitemesh, Spring, .NET, JSUnit
- MySQL, MS SQL Server
- Apache, Tomcat, IIS
- Photoshop, Illustrator, Fireworks, Omnigraffle, Eclipse, Aptana, Subversion, Visual Studio

Experience

SR. USER INTERFACE DESIGNER/ENGINEER   -   COMPENDIUM BLOGWARE   **JUN 2009 - SEPT 2009**

Compendium is a software as a service (SaaS) company specializing in blogging aggregation, located in Indianapolis, IN. (25-35 employees)

General Responsibilities:

- Prototyping/demoing new features
- Interaction Design
- Hi-fi/low-fi mockups of new features
- Design of UI Architecture
- Conducting hallway usability tests with fully functional prototypes
- Developing UI for new features (View and Controller layers)

Notable Accomplishments:

- Implemented client side caching mechanism for large data sets to decrease HTTP requests and to improve user interactions
- Redesigned a keyword management tool to handle large data sets (250,000+ items), as well as improving the search experience of the tool
- Introduced and implemented hallway usability testing into the product development process

Technologies Utilized:

PHP 5, Agavi 0.11 Framework, Smarty, MySQL, jQuery, YUI, EXT JS, AJAX

SR. USER INTERFACE DESIGNER/ENGINEER - CHACHA SEARCH   JAN 2008 - MARCH 2009

ChaCha is a mobile, text message based search engine, located in Carmel, IN.   (50-70 employees)

General Responsibilities:

• Prototyping/demoing new features

• Interaction Design

• Hi-fi/low-fi mockups of new features

• Design of UI Architecture

• Collaborating with product management on brainstorming new features

• Developing UI for new features (View and Controller layers)

• Discovery/research into new RIA technologies

• Mentoring of junior level developers

• Conducting low grade, hallway usability tests with fully functional prototypes

• Maintaining visual consistency among all common applications/pages

Notable Accomplishments:

• Increased Ad revenue 25% on question/answer detail pages (ChaCha.com) with redesign and SEO optimizations

• Reduced average guide response time by 70 seconds (29%) thru added features and interface design modifications

• Reduced Javascript code by 45% via optimizations and object oriented reuse principles

• Reduced HTML/CSS code by 30% via proper use of Velocity templating language

• Introduced a UI Standards document to be used for all in house interface development. Helped to standardize many aspects across multiple UI development teams.

• Introduced a UI Development Process document to help promote transparency and communication among various stakeholders

• Chaired informal UI design team meetings

• Conceived and developed in house Javascript framework for use by development teams

• Created UI framework for easy addition of new guide tools into the guide application

• Lead the porting and simplification of old guide registration process from Ruby on Rails to a Java/Struts, SOA based web application

• Developed PHP application for statistical tracking of usage data

• Created javascript framework to track user clicks, to be used for usability studies

• Began work on Twitter integration into ChaCha.com

Technologies Utilized:

Java, Struts, Spring MVC, Velocity, Sitemesh, PHP 5, MySQL, jQuery, AJAX

USER INTERFACE ENGINEER - EXACTTARGET   JUNE 2004 - DECEMBER 2007

ExactTarget is a leading email marketing service provider, located in Indianapolis, IN. (300+ employees)

General Responsibilities:

• Leading UI meetings to discuss style consistency, standards, best practices, design/development patterns, architecture, usability and user experience.

• Creating prototypes and mock-ups for proof of concept ideas

• Conducting low grade, hallway usability tests with fully functional prototypes

• Collaborating with product managers, developers and other internal stakeholders throughout the design process to present ideas and garner feedback

• Participating in and conducted interviews for future UI development hires

• Developing new features (View and Controller layers)

• Code/Design/Architecture Reviews

• Support and maintenance of legacy code

Notable Accomplishments:

- *Campaigns*: designed, architected and developed the mental model and UI for ExactTargets first automated email campaign system. The system is used to allow users to fully automate importing/exporting subscribers, creating groups, and sending emails. Extensive use of YUI javascript libraries

- *Interactions*: designed and developed the UI for each individual Interaction type to be used within the Campaign system. Extensive use of YUI javascript libraries

- *Interface Redesign:* worked with outside design firm to give the application a more modern look and feel, integrated new design into existing code base

- Various integrations into the Salesforce.com API and AppExchange platform

- Reduced and optimized existing javascript to be more reusable

- Helped to make the application cross-browser and cross-platform compliant

Technologies Utilized:
.NET 1.0-3.0, C#, MS SQL, ASP.NET, ASP, VB 6.0, Javascript, YUI, AJAX

DEVELOPMENT INTERN -   EXACTTARGET   **MAY 2003 - NOVEMBER 2003**
Using the .NET framework, created a web-based bug tracking tool for the development team. Integrated feedback features of the ExactTarget application with the SalesForce.com API. Automated the build process. Random bug fixing.

OWNER, PRINCIPAL DESIGNER/ENGINEER -   MADTIMBER WEB DESIGN   **JUNE 2007 - PRESENT**
Freelance web design/development shop, specializing in standards based web application design and technical consulting in the areas of integration, design, usability, accessibility and user experience.

Referrals
Provided upon request.