**ROD WOODMAN**

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**SUMMARY**

I have extensive experience designing and debugging the complex interfaces between hardware, software, and end users. The quality of my work penetrates the entire product, from the technology underneath to the content presentation at the front end. I draw inspiration from great information communicators like Edward Tufte and Steve Krug. I am looking to join a focused team and improve their customer experience by helping them solve their front end, UI/UX challenges.

**QUALIFICATIONS**

Web Design Certificate, UCSC Extension Silicon Valley

M.S. Computer Engineering, Santa Clara University

B.S. Electronic Engineering, Cal Poly San Luis Obispo

portfolio at <http://www.rodwoodman.com>

**EXPERIENCE**

**CISCO SYSTEMS - San Jose, CA**

**Diagnostic Software Engineer (2005-2014)**

* Created an at-a-glance utility for displaying the physical connection points and the status of the dozens of reconfigurable Ethernet links within a chassis. This tool consolidated many cryptic and isolated debug queries into an elegant, single operation that achieved widespread use among both developers and customers for its many debug applications.
* Drafted a debug diagram for troubleshooting the most complex chipset within the company’s most widely installed product. Reduced 1000 pages of chip specifications into a 1-page visual representation that layered 6 attributes from each of the dozens of components.
* Designed, prototyped, and implemented the packet-steering logic that satisfied both the legacy and next-generation link topology for the test software on Cisco’s flagship Catalyst 6000 series of Internet switches.
* Defused a conflict between two senior developers by brokering an agreeable third design and then implementing it myself, to the great relief of the team manager.
* Presented a highly-praised series of code ownership transfer sessions with the China team via TelePresence. The discussions walked through the massive codebase, summarized the hardware architecture underneath, and were tailored to the feedback received from the first few sessions.
* Improved customer service speed and the ability of customers to self-diagnose test failures by designing in tiered degrees of status message details on a new suite of Ethernet packet traffic tests.
* Captured the flow of technical product info and team member know-how by championing a group wiki. This became the go-to, platform-independent source for all group reference communications including software images, release notes, and debug tools.
* Exceeded internal customers’ support expectations during the critical new product bringup phase by maintaining a continual physical presence in their lab.
* Designed an API routine for Ethernet switch programming that eliminated redundant programming steps and hardware-dependent code loops and ultimately resulted in quicker validation of a new software test suite.

**HEWLETT-PACKARD - Cupertino, CA**

**Hardware/Software Bringup Engineer (2001-2005)**

* Was brought in late during new hardware validation and managed, as the only software engineer, to port a link exerciser, improve the user interface (UI) libraries, and still beat the schedule.
* Learned a new software codebase and hardware architecture in a few short months, taking ownership of the diagnostics tools and allowing management to offload the senior diagnostics engineer.
* Helped the cross-functional bringup team beat schedule by one week by adding fault injection into the chip design.
* Improved testability of a microprocessor subsystem by adding fault injection into the chip design.

**NOTEWORTHY**

**Technology skills:**

HTML, CSS, JavaScript, jQuery, mobile HTML5, PHP, Bootstrap3, iPhone

**Design skills:**

Photoshop, Omnigraffle, user experience design, visual design, user-centered design (UCD), wireframes, card sorting

**Technical interests:**

interfaces, communication, language, writing, data, visualizations, context, content, information architecture, the meta

**Personal interests:**

games, photography, trails, outdoors, CrossFit, podcasts