
Summary

- 15+ years practicing user experience design of SaaS software, iOS apps, and websites including responsive design
- Expert at producing tidy, detailed IA & UX deliverables: Site maps, process flows, wireframes, functional specifications - especially for large and complex projects, which are my favorite kinds of projects
- I energetically think on my feet to keep coming up with new ideas if old ones aren't working; Flexible enough to know when something isn't working and tactfully lobby for the best solution
- Enough of a working familiarity of HTML, CSS, Javascript, Java, C, X-Code and SVN and versioning best practices to converse with developers about project plans, progress and launches; I especially like working with developers and engineers since I started as one
- History of pleasantly and effectively working collaboratively with UX people, visual designers, developers, executives and stakeholders
- Accustomed to collaborating on MRDs, PRDs, product road maps, competitor analyses, product differentiation idea generation, creative strategies and pitches
- Daily, I keep up on current important ideas in UX, front-end development, visual design, and technology arts and sciences

Experience

Senior User Experience Designer, Freelance

October 2013 - February 2014

JWT, New York, NY

Checkout and account set up for JWT's client Vonage.

Senior User Experience Designer, Freelance

April 2013 - July 2013

Various companies, San Francisco Bay Area, CA

SapientNitro - Beats by Dre e-commerce, responsive design and Evolution Bureau - Chivas Regal custom video Facebook app.

User Experience Manager / Senior User Experience Designer

April 2010 - December 2012

Razorfish Healthcare (Formerly Publicis Healthcare International)

New York, NY

Majority of work in Senior User Experience Designer capacity for iOS iPad and mobile:

- Designed UX for an enterprise platform for pharma brand managers to administer, configure and deliver sales presentations to sales reps' iPads. Sales rep users plan their calls to and may make custom presentations. The system synced with the corporate CRM and all presentation events and attitudinal evaluations are tracked. Metrics are gathered and analyzed and used to plan future calls.
- Designed UX for the admin tool for brand managers to manage users, groups, brands, and content, deploy and purge content, and monitor which reps are updating content.
- Designed UX for many iPad "eDetail" interactive sales presentations, and mobile dosing calculators for physicians
- Designed UX for an iPad so pharma reps so they could make customized brochures for HCPs' practices. Includes language options to accommodate European markets.
- Contribute UX designs and key points to pitches and RFPs.
- Hire and manage freelance IA/UX people as needed and worked closely with all departments.

Senior User Experience Designer, Freelance

February 2009 - April 2010

Various companies, New York, NY

Pharma and Medical - Publicis Healthcare International (became Razorfish Healthcare), Circ.us Digital, G2/Pfizer, CapIntro, (a hedge funds management app start-up), BMS Financial Services., iPhone apps for a confidential pharma client, Zain (Saudi Arabia) through element^n.

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Lead User Experience Strategist

August 2008 - February 2009

element^n, Dubai, Beirut and New York, NY

- Led user experience design on a large, complex web-based customer-facing property management application for client Nakheel that aligned with their Oracle CRM, CFM and Property Manager databases.
- Managed and mentored team of 4 mid and junior user experience designers.
- Deliverables included detailed functional specifications for property security management, online bill paying, customer registration, social networking, and rules for a dynamically served, scalable user experience.

Product Manager / Agile Scrum Taskmaster

December 2006 - June 2008

Vidvaee (acquired by Vignette), New York, NY

- Managed development of and wrote functional specs for suite of video software that comprised the company's services: transcoder, streamer, API management (Java, PHP and Javascript), a web-based UI admin tool, and analytics and reporting.
- Managed and focused a 30-person international development, user interface design and QA team in agile sprint iterations in New York, Romania, Brazil, and Beirut.
- Established and coached the organization in an agile development process which resulted in fast and predictable development cycles and better communication within the company.

Senior User Experience Designer, Freelance

July 2006 - November 2006

Various companies, New York, NY

Led team of 3 UX Designers on a large Web 2.0 video-based social and creative video based networking site, massify.com at Rokkan. Lead UX for other clients including JDS Pharmaceuticals, Sudler and Hennessey and HairPi Salon among others.

Product Manager / Agile Scrum Taskmaster

March 2005 - July 2006

Bolt Media, New York, NY

- Bolt.com was a large Web 2.0 creative networking site attracting 5.5 million monthly unique users. I started as Director of Information Architecture and was quickly promoted to Director of Product Development.
- Worked closely with executives to define product business requirements and produced comprehensive, detailed development documentation including functional requirements, site maps, process flows, page schematics.
- Led and focused 5-10 developers and QA people in agile, iterative development based on qualitative user research and analytics. Led formal user testing.
- Worked simultaneously on multiple tasks while dealing with changing priorities; always maintained a strong sense of accountability and ability to meet deadlines.

User Experience Manager

January 2004 - March 2005

3Bdigital, New York, NY

Managed client engagements and produced information architecture for web-based applications that were database-driven such as inventory tracking, ecommerce, and resource management. Clients included United Way NYC, Colombian Coffee Federation, 877-Spirits, Wine Messenger, and Atlantic Philanthropies, among other e-commerce businesses.

Senior User Experience Designer, Freelance

January 2002 - October 2002

Various companies, New York, NY

Clients included but not limited to: Schoolnet and Friskit.com, Worked the Jodi.org show at Eyebeam.

Interactive TV Producer

2001

Self-employed, New York, NY

- Created and managed production of Urban Bedtime Stories, an enhanced TV, two-screen model (web and TV broadcast), proof of concept prototype broadcast.
- Read the Guardian (UK) newspaper article about me - [Famous for 15MB](#)
- Co-produced a prototype, Game, for an interactive 3D animated TV show for game console delivery using machinima production methods.

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Information Architect

1997 - 2001

Fusebox New York, NY

- Gathered requirements and created information architect deliverables including user task analyses, strategy briefs, site maps, process flows (including registration, shopping cart, gift giving, parental control systems, and online banking), wireframes/page schematics, and HTML click-throughs.
- Worked closely with clients and in-house team in defining business requirements, functional requirements and job proposals.
- Started as **Front End Developer / RealNetworks Administrator**.
- Produced and supervised production of RealNetworks streaming media presentations using SMIL; also did HTML, javascripting, and production design.

Front End Developer, Freelance

1995 - 1997

Various companies, New York, NY

Clients included Word.com (contributed too), Homearts.com, SportChannel.com and Newsworks.com.

Education

- MFA in Computer Art, School of Visual Arts, New York, NY
- BA in Liberal Arts, Hampshire College, Amherst, MA

Professional Associations

- NYC IxDA, NYC UXPA
- Nielsen Norman Group, User Experience Conference, User Testing and Advanced User Testing, Fall 2005
- Edward Tufte Seminar, 2001
- The Nielsen Norman Group UX World Tour, 2001
- SIGGRAPH, 2000

Programs and Languages

- Adobe CS - InDesign and Illustrator for IA/UX deliverables; Omnigraffle if required. I'll only use a Mac.
- Windows XP running on Parallels for checking development in IE and editing Visio and MS Project files.
- I don't code for a living but I have a working knowledge of HTML/DHTML, CSS, javascript, and basic Unix and Linux file management; - I am comfortable on the command line.
- Administration and maintenance of Atlassian's Jira and Confluence.
- Enough of a working familiarity with Java, C and X-Code to have a conversation with developers about the project plans and progress.

Work Samples

<http://bethcarey.com>

Contact

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