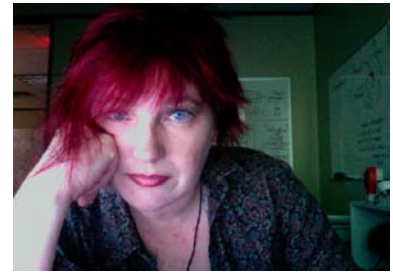


Kelly Bell

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<http://lotussolus.com/portfolio>
Locations: New York, NY or Portland, OR



Summary:

- ❖ 12+ years of User Experience, Information Architecture, Design, Usability, Coding and Production Experience using Best Practices, Coding Standards
- ❖ 8+ years of development experience, using *html, xml, css, Flash, Actionscript, Javascript, LAMP, WSDL, MySQL, SQL, Oracle, Java, Ruby/Rails, AJAX, Design Patterns, IDEs and other standard enterprise development and coding protocols
- ❖ Most recent site: <http://www.healthcaregoesmobile.com> (Intel Health)

Vertical Market / Industry Expertise:

- ❖ 15+ years Internet Community/(micro)Blogging/Web 2.0/Social Networking/BBS experience
- ❖ 15+ years IT, Web, Animation, Advertising and Marketing Communications experience
- ❖ 12+ years Entertainment, Music, Sound Design/Voiceover and Video experience
- ❖ 10+ years Printing and Publishing experience
- ❖ 8+ years Education, LMS and Training experience
- ❖ 6+ years Health Care experience
- ❖ 6+ years Financial Services experience

SKILLS

Information Architecture, User Experience, Usability and User Testing, Analytics and Metrics, Graphic Design, Systems Analysis and Architecture, Business Analysis and Business Information
Web Application Development (Web 2.0), Testing
Mastered all industry standard software in all fields
Project Management/Training and Education

Excellent Technical/Educational/Business writer
Video/Audio Editing and Sound Design
Strong leadership/Communication Skills
Musician, Sound Design and Production
Strong logic skills/algorithmic thinker
I LOVE Open Source projects and environments

WEB DEVELOPMENT / PROGRAMMING / TOOLS

Adobe Dreamweaver, Fireworks, Photoshop, Illustrator, Flash/Actionscript 3
IDEs/frameworks: eclipse, Visual Studio, Prototype
Maya / 3D Studio Max/ Blender
Final Cut Pro/Boris fx / Motion / After Effects
CMS/LMS – Serena Collage, Drupal, RoboHELP, Moodle, Joomla, WordPress
Dev.: CSS, Javascript (Design Patterns, script.aculo.us prototype), Ruby/Rails, LAMP, ASP, XML, DHTML, eclipse, oXygen, xmlspy, SciTE, DOpus, MS Network Analyzer

Source Control (CVS/PVCS/SourceSafe/SVN)
Cross-platform (PC/Mac/Linux/Unix – bash)
Database: SQL/MySQL/Access/Oracle (CMSDK)/
Web 2.0: XHTML, XML, AJAX, WSDL, DOM
Quark Xpress, InDesign, InPosition
Testing/Issue Tracking: Mercury suite, Jira, redmine
Ableton Live/ProTools / all major audio apps
TIBCO Portal Builder, GI
Microsoft Office, Visio, Project, AxureRP (rapid prototype tool)

CONTINUING EDUCATION

- ❖ Completed 20 CPEs with KPMG in '01 in theoretical mastery of emerging concepts such as xslt/xml, UML, WAP and wireless internet & mobile commerce solutions, best-practices, agile, iterative development methods and MS integrated enterprise solutions.
- ❖ Macromedia Advanced Application Development (Flash/Actionscript) courses
- ❖ Acquired 500 CEUs since becoming a Texas Certified Educator in 2003

EDUCATION

Bachelor's Degree, Linguistics, University of Texas at Austin, TX – Graduated 2002

SBEC Standard Texas Educator's Certificates: Trades and Industrial Certification with endorsements in Media Technology, Advertising, Graphic Arts and Diversified Career Prep.

(CATE) Technology Education certificate (January, 2005)

Media Technology, Advertising Design, Graphic Arts, DCP (June 2004)

Technology Applications certificate (December, 2004)

SBEC Standard Teacher's Certificate, Austin, TX - 5/2003 - 10/2005

CATE Alternative Certification Program, Austin, TX * 6/2002 - 6/2003 Region XIII Certification

PROFESSIONAL EXPERIENCE

User Experience Manager - Bulldog Solutions, LLC. Austin, TX 5/5/2008 – present

- ❖ Create and implement best practices and standard operating procedures for the Enterprise around User Experience, Information Architecture and Usability
- ❖ Redesign current enterprise applications and design new enterprise, client-facing and client-owned applications, design Enterprise Bus, consult on visual designs and usability for all applications
- ❖ Code (HTML, DHTML, CSS, javascript, PHP, xslt, Ajax) and Configuration of Content Management Systems (CMS) (Drupal, Sharepoint, asp.NET proprietary enterprise applications), optimize code, database queries and performance
- ❖ Search Engine Optimization (SEO) and Search Engine Marketing (SEM), Analytics / Metrics analysis and reporting
- ❖ Implement Usability Testing, development frameworks and other best-practices around discovery and development
- ❖ Advise Senior Management regarding ongoing advances in best practices and emerging technologies, and provide strong scaffolding and support for IT development efforts
- ❖ Foster teamwork and cooperative interaction extending from Client-facing initiatives forward, throughout the UX, creative, development, QA and pre-and post-development usability testing phases of work
- ❖ Team, resource and Project Management for all “Professional Services”-level client engagements
- ❖ Design and implement QA and Testing initiatives

Web Developer and UX Specialist - Ajilon Consulting – (client ERCOT, Taylor, TX) 5/10/2006 – 5/5/2008

Nodal Market Redesign Project

- ❖ Creating enterprise- and market-wide web applications and sites using industry standard best practices and the following tools: XHTML, Javascript, CSS, Cold Fusion, Dreamweaver, Fireworks and the Serena Collage CMS, UI customization for Ruby/Rails and Java custom apps and for MS Sharepoint (WSS 2003 and MOSS 2007); 1 of 2 developers for Market Information Systems (MIS) Portal for Nodal Market Redesign project using TIBCO Portal Builder, xml, xslt and other dev tech as appropriate – a multi-million-dollar market participant-accessible secure internet application
- ❖ Responsible for ongoing development of and user support for the Nodal Market Redesign public-access internet presence (<http://nodal.ercot.com>)
- ❖ Produced and delivered weekly Texas Nodal News, an email-deployed subscription-based newsletter (all issues available at <http://nodal.ercot.com/about/news/newsletters>)
- ❖ Gathering and creating Business/Technical/Functional/Testing Requirements documents, wireframes, prototypes and frameworks using Visio, Project and Office
- ❖ Creating and implementing User Interface, Usability and Metrics Standards
- ❖ Application and Systems Architecture, Application Testing, Usability Design and Testing, User Interface Design, Troubleshooting (Mercury Quality Center, issue tracking with Jira, redmine, Bugzilla)
- ❖ Design of: logos, site graphics, corporate metrics standards, business and technical requirements documents standards, charts, graphs, pages, wireframes, document templates, prototypes
- ❖ Designed, conducted and analyzed usability & user experience tests for Operations and Systems Planning (OSPD) redesign project; acted as co-developer lead and writing conceptual and detailed design and systems architecture documents for same
- ❖ Iterative (Agile) development and software support for Corporate Applications department

Freelance Web and Print Producer/Designer 12/1990 - Present

- ❖ Biohazard New Media and Interrobang Productions, New York, San Francisco, Austin, Mpls, Portland
- ❖ Design, Development, Custom Audio and Sound Design, coding, project management, production and electronic prepress, primarily for IT/High-Tech, education, consulting, advertising and marketing clients
- ❖ Web Application Design and Development of rich web applications using standards-based UX and OOP and W3C best practices via various technologies, methodologies and platforms (Javascript, dhtml, css, xml, xslt, Ajax, wsdl, databases, Flash, Actionscript, audio, video, etc.) Cross-browser, multi-platform aware and aware
- ❖ Consulting and Training Services, including Instructional and Curriculum Design, Corporate Training Services, Custom Educational materials design and production and audio annotation (voiceover) work
- ❖ Extensive work with all major high-end visual communications, illustration, color separation/ prepress, page layout and web development tools
- ❖ Clients include: Apple Computer, Total Creative (later KPMG Consulting), American College of Rheumatology, Esurance, Holt, Rinehart & Winston, Target, publicis technology, Blooming Tree Press, Llewelyn Publications, Martin/Williams Advertising, William M. Mercer, Inc., Ecolab, Arnold Design, Gardner Design, Kamstra Communications, U.S. Communications, Gardenburger, MCAD, adidas, Johnson-Wolverton, Weiden & Kennedy, Nike, IKON Office Solutions, Rowland Sullivan and 3M among others.

- ❖ High-end color retouching; film/proof output using Mac, Scitex and high-end imagesetters; color-correction, quality control; film compositing; contract color proof production and customer education/technical service

Kelly Bell

PROFESSIONAL EXPERIENCE *(continued)*

CATE Technology Facilitator - Gonzalo Garza Independent High School, Austin, TX 6/2004 - 5/2006

- ❖ Instructor of Technology, Computer and Journalism 10-12 grade classes, at award-winning, nationally-recognized innovative publicly-funded secondary school
- ❖ Developed and taught course curriculum for subjects including: Animation, Webmastering, Nonlinear Video Editing, Audio Production, Graphic Design, Production and Electronic Prepress, Photography (digital and analog) Journalism (Newspaper/Yearbook – writing, editing, xml, blogging, css, Javascript, html, content management), Computer Maintenance Technology (A+ Certification, hardware/software/networking, etc.)
- ❖ Established inaugural chapter of SkillsUSA, an international skills/leadership organization which earned twelve Gold and six Silver District medals, and two Silver Medals at State competition over a two year span.
- ❖ Implemented Media Tech class which aired a daily video news program resulting in Austin ISD declaring Garza a Media Technology Learning Community in first year
- ❖ Instructional Design and Curriculum Writer for the Austin ISD for Media Technology District-wide, and for all my classes at Garza; instructional technology specialist
- ❖ Campus Webmaster (<http://www.austinschools.org/garza>)

CATE Graphic Arts Teacher - Manor High School, Manor, TX 8/2003 - 5/2004

- ❖ Instructed 9 -12 grade CATE TIE Graphic Arts Computer Arts lab classes, including Graphic Arts I, Graphic Arts II, Technical Introduction to Desktop Design and Diversified Career Prep. Campus Webmaster (<http://www.manorisd.net/~mhs>). Established state-award-winning SkillsUSA chapter.

Developer/ Interactive Designer/Developer- HB Media Group, Austin, TX 8/2002 - 8/2003

- ❖ Visual Designer and Developer responsible for a wide variety of graphics- and design-related tasks, including: design and asset production for web, print, .pdf, presentations and CD-ROM
- ❖ Technically engaged in programming and scripting (Actionscript HTML, CSS, xml, xsl, xhtml, UML and Javascript), animation (Flash, Director) and requirements-gathering
- ❖ Project Manager and designer, as well as narrator and Flash programmer for an education-specific software product that covers the entire curriculum / TEKS for Technology requirements for the State of Texas, and is completely 508-compliant in accessibility standards. The product was the first of its kind adopted by the TEA

Consultant, Visual Designer, User Interface Specialist - KPMG Consulting, CA, NY, TX 8/2000 - 5/2001

- ❖ Designer and User Interface Design Specialist for the Internet Business Solutions Group, of the KPMG Financial Services practice. Maintained minimum 97% chargeability for duration of employment.
- ❖ Responsible for a wide variety of graphics-, media- and design-related projects for delivery via all platforms (web, print, .pdf, meetings/presentations, kiosks, DVD, etc.)
- ❖ Programming and scripting (html, xml, xsl, xhtml, UML and Javascript) and animation (Flash, Director) and requirements-gathering (design briefs, client interaction)
- ❖ Worked successfully on several projects using XP and UML project management/development techniques and hold these systems in high regard as development models
- ❖ Performed select Web Producer tasks such as Style Guide creation
- ❖ Clients include: eBondTrade, IKON Office Solutions, AIG, 3M, Holt, Rinehart & Winston, Target, Apple Computer, adidas, Nike, DJ Knight, LSQ, Morgan Stanley, Visa, Deutsche Bank, Clariden, KPMG LLP, JP Morgan, and more.

Marketing Design Manager - Dark Horse Publications, Milwaukee, OR xxxx

- ❖ Assistant to VP of Sales and Marketing and Marketing Director in planning and execution of advertising and promotional materials
- ❖ Created and maintained weekly, monthly and yearly production schedules of all marketing design projects; distributing work orders, assigning projects, designating completion dates, compiling reports
- ❖ Supervised, scheduling and coordination of marketing designer's daily workflow and productivity
- ❖ Prepared written evaluations and reviewed marketing designers' performance
- ❖ Reviewed approved work; performed overflow design duties; established design guidelines
- ❖ Conducted hardware/software training workshops; assisted with troubleshooting hardware and software-related issues
- ❖ Conducted R&D and feasibility reports on multimedia expansion

EXCELLENT REFERENCES AND PORTFOLIO AVAILABLE UPON REQUEST