

Web Design and Product Development Professional with over 20 years' experience in website creation, user interface design, requirements analysis, and bringing new product to market. Proven accomplishments in completing projects on time, within budget, with high customer satisfaction. Demonstrated skills in leadership, group facilitation, and creative problem solving. Strategic leader, translating business needs and evaluating functionality and impact of IT investments Consensus builder, empowering multidiscipline work teams to collaborate and learn/apply new skills/techniques to respond to requirements. Skilled communicator, effectively translating technical information for decision makers and users, working closely with financial, marketing and other key personnel.

Requirements Analysis

UI Development

Graphic Design

Web-Based Applications

Project Management

Cold Fusion and PHP

Selected Accomplishments

- Established successful web design firm www.second-street.com, planning, creating, testing and launching websites, including complex databases, for range of business customers.
 - Created website for Iraqi Women's ICT Center, www.iraqict.com/, devoted to training women in Information and Communications Technologies. Worked with principals in devising curriculum and educational model.
 - Wrote requirements specifications and developed rapid prototypes for user interface for Alcatel Data Networks systems. Assessed relational database systems and web technologies to facilitate build versus buy decisions. Implemented worldwide system with replicating databases.
 - Develop, market, and manage www.wizardsspell.com, unique web-enabled spelling learning tool for learning disabled and English as Second Language students.
 - Provided Level 2 technical support for data communications products, assuring strong interface between customer service groups and product development teams. Managed highly skilled technical experts.
 - Led planning and strategy between marketing and development groups, creating / maintaining corporate plan for developing / packaging new features and driving activities to assure delivery.
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Technologies

- HTML / CSS/ JavaScript: Macromedia Homesite and DreamWeaver
- Animation: Animated GIFs (Adobe ImageReady), DHTML, Macromedia Flash MX
- Graphics: Adobe Photoshop, Quark Express, Adobe Image Ready, Adobe Illustrator
- Data Modeling: Power Builder Process Modeling and Data Modeling
- MiddleWare: ColdFusion and PHP
- Database: SQL Server, SQL MS Access, MySQL (used with PHP)
- Operating Systems: UNIX and Windows

Professional Experience

Second Street Web Design, <http://www.second-street.com/>, Herndon, VA 1998 – Present
Owner, Chief Designer

Manage all aspects of web design business: website design, web application development, project management, sales, and marketing. Development methodology includes user needs analysis; architect / design; implementation; and rollout.

- Completed over 40 sites for broad range of business customers, using technologies to include HTML / CSS/ JavaScript, animation, graphics, data modeling, middleware (ColdFusion and PHP), and database.
- Developed secured portal websites for clients with members-only applications and workgroups.
- Lead discussion with focus groups to define and prioritize websites and application requirements.
- Architect site navigation and prototype user interface to finalize requirements process. Design from “outside in” versus “inside out,” improving customer satisfaction and reducing development mistakes.
- Code, debug, and test. Develop content and marketing message.
- Recommend hosting solutions and co-ordinate site upgrades to minimize business impact. Train users to maintain site.

Alcatel Data Networks, Ashburn, VA 1994 – 1998
Manager, Operations Support Systems

Managed team of 3 Developers. Developed and implemented systems to support global operations and customer care. Provided systems for technical support, implementation planning, product ordering, and program management.

- Organized and facilitated group actions to re-engineer processes to improve efficiency, using structured problem-solving skills and understanding strategies for evolving group consensus.
- Wrote requirements specifications and developed rapid prototypes of user interface. Managed requirements review process.
- Assessed technologies to facilitate build versus buy decisions. Target areas included relational database systems (e.g., tracking customer, issues, inventory) and web technologies (e.g., submission of issues, initiation of parts return).
- Managed all aspects of implementation: project plan, purchasing, subcontracting, design, implementation, testing, and training.

Sprint International Communications, Reston, VA 1989 – 1992
Manager, Systems Integration

Managed 10 test engineers and quality specialists in user interface design and integration testing for network switching hardware and software.

- Managed focus groups to define functions needed for network management staff to assure strong technical support for new features.
- Tested network switching and network management products to ensure “technical marriage” on new features, requiring high-level skill in understanding design detail.
- Practiced diplomacy in resolving “finger pointing issues” and in critiquing changes made to user interface.

Education

VTC Online University: Macromedia Flash and Adobe Photoshop

American University, Washington, DC

Completed 35 hours, Management of Technology

University of Maryland, College Park, MD

Completed 60 credit hours, Fine Arts

Corporate-provided technical training in protocols, test tools, and other technologies