

# Mr. Naeem O. Smith

User Experience professional looking to apply years of extensive Information Architecture/User Interface/Front-End Development knowledge in the desktop and mobile space with an innovative company working on cutting edge technology.

## EDUCATION

**Masters in Information Technology**, American InterContinental University, 2004

**B.S. in Information Management & Technology**, Syracuse University, 2002

## TECHNICAL SKILLS

**Languages:** Tableless XHTML & HTML5, Cross-Browser CSS2 & CSS3, Unobtrusive JavaScript, JS frameworks (jQuery, Prototype, Scriptaculous, MooTools, YUI, Spry), XML, JSON, AJAX, ActionScript 2.0 & 3.0, PHP, MySQL

**Software:** Microsoft Office & Visio, SharePoint, Adobe CS Suite (Photoshop, Illustrator, Dreamweaver, InDesign) & Acrobat, Aptana

**Proficiencies:** IA (Prototyping, Wireframing, UX), Mobile Web Development, Cross-browser compatibility (IE 6-8, Mozilla & Webkit based browsers), Accessibility (Section 508, ADA requirements, W3C standards-compliance), Web Analytics (Google Analytics, WebTrends, Web Side Story), Content Management Systems (Joomla, Wordpress), Rich Media, Project Management, Tier 3 Support, Version Control (SubVersion), Agile/Scrum Process, Staff Training/ Mentorship, Social Media & Web 2.0 Technologies

## PROFESSIONAL EXPERIENCE

### Vocalocity – Atlanta, GA (08.2011- Present)

*Leading provider of VoIP hosted PBX to small and medium sized businesses.*

#### Manager, Web Design and Development, Marketing

In charge of all facets of user experience and front-end development for online marketing initiatives to increase user engagement and conversions on main sites, microsites, and landing pages. Conducts user testing and research via A/B testing, heat map, and click through software. Presents findings and recommendations to VP of Marketing, VP of Engineering, and CEO for approval and eventual execution.

#### Key Accomplishments:

- Led the design and development of phones4insurance.com Wordpress microsite to acquire leads specific to the insurance market.
- Increased conversion rates on landing pages by implementing user experience design principles with layout and typography.

#### Environment:

HTML4, CSS2, JavaScript, JQuery, Photoshop, Illustrator, Wordpress CMS, Pardot Marketing Automation, Google Analytics, Click Egg Heat Map

### Qualcomm – Atlanta, GA (10.2007- 04.2011)

*World leader in next generation mobile technologies including a number of key patents in 3G / CDMA technology.*

#### Sr. User Experience Engineer (05.2009 – 04.2011), User Experience, SWAGG<sup>SM</sup> Mobile Application

Conducted and analyzed research, usability tests, and business requirements to be converted into tangible documentation (user personas, storyboards, wireframes, flow diagrams, style guides, low-fidelity prototypes) that effectively communicated user interfaces to iPhone, Android, and Mobile Web developers in an Agile/Scrum environment. Continually worked with a cross-functional team to create polished and intuitive product enhancements.

#### Key Accomplishments:

- Integral member of the UX team responsible for the look and feel of the SWAGG<sup>SM</sup> mobile application that allows users to buy, send and receive gift cards as well as manage offers from relevant retailers.
- UX lead for Mobile Web application version of SWAGG<sup>SM</sup> to ensure product consistency with iPhone and Android versions, as well as to monitor off-shore development of Mobile Web application against web standards and best practices.

#### Environment:

HTML5, CSS3, JavaScript, JQuery, JQTouch, JSON, AJAX, Photoshop, Illustrator, InDesign, Acrobat, Visio, Flash, Actionscript 3.0, Prototyping, Wireframing, Storyboarding, User Personas, Flow Diagrams, Styleguides, Mobile Development, Agile/Scrum Process

#### Sr. Front-End Engineer – Team Lead (10.2007- 05.2009), Customer Engineering, Firethorn Banking Application (End-User Enrollment System)

Integrated client's (notably Wachovia, First Bank, SunTrust, US Bank, Citi, Chase) branding and browser scripts seamlessly into Java based end-user enrollment system. Efficiently resolved client issues by identifying problems and engaging key stakeholders for prompt resolution during daily meetings, via conference calls with external developers, and through intra-department communication. Provided recommendations to Product Managers on feasible enhancements and features to the enrollment system.

#### Key Accomplishments:

- Successfully led web development efforts to align the enrollment system with Section 508/ADA protocols. Received positive feedback from financial institutions that was then leveraged by sales to obtain new contracts.
- Created technical documentation on enrollment system for external developers. Developed a mid-fidelity AJAX replica of the enrollment system that allowed external developers to test scripts locally without giving them exposure to proprietary code.

**Environment:**

XHTML, CSS2, JavaScript, XML, AJAX, Flash, ActionScript 3.0, Photoshop, Acrobat, Visio, Section 508/ ADA requirements, W3C standards-compliance, Prototyping, Flow Diagrams, Project Management, Tier 3 Support, Version Control (SubVersion), Agile/Scrum Process, Cross-browser compatibility

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**AT&T – Atlanta, GA (05.2007- 10.2007)**

*Owner of the world's fastest 3G network and the largest international coverage area of any U.S. wireless carrier.*

**Sr. User Interface Developer – Team Lead, Online Help**

Lead User Interface designer and Client-Side Developer for the AT&T rebranding of BellSouth's Online Help Desk. Created design mockups that conformed to AT&T's style guides, and converted the designs into fully functional web interfaces.

**Key Accomplishments:**

- Implemented major overhaul of all ActionScript 2.0 modules into ActionScript 3.0 modules that enabled the separation of content from presentation by utilizing Flex, and EcmaScript for XML (E4X). Non-technical employees were now capable of updating content, thus significantly reducing web developer resources.
- Applied Web Side Story analytics into the code to track user interaction, performed A/B testing, and created enhanced user experiences.

**Environment:**

XHTML, CSS2, JavaScript, XML, AJAX, Web Trends, Web Side Story, Photoshop, Acrobat, Visio, Flash, ActionScript 2.0, ActionScript 3.0, CMS, W3C standards-compliance, Wireframing, Flow Diagrams

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**UPS Corporate – Atlanta, GA (05.2006- 05.2007)**

*The world's largest package delivery company and a global provider of specialized transportation and logistics services.*

**Supervisor - Interactive Design & User Experience, Brand Management**

Lead Flash designer and subject matter expert on rich media advertising on UPS.com, its sub-sites and landing pages. Project Managed agencies by monitoring timelines and approving deliverables. Supervised designers by allocating tasks, overseeing projects, and mentorship via weekly team meetings and one-on-ones.

**Key Accomplishments:**

- Art directed photo shoots in New York and Atlanta, including asset creation for Atlanta's Phillips' Arena signage.
- Converted "White Board" television campaign into online experiences through Flash video, and banner advertising.
- Lead web developer of UPS Centennial website that celebrated 100 years of service for UPS. Developed custom Flash gallery that archived and sorted thousands of pictures, video, audio and memorabilia into one organized online system. The gallery was successfully implemented on UPS's NASCAR website as well.
- Significantly reduced department expenses on average of \$50,000 per project by keeping projects in-house, under budget, and within scope.

**Environment:**

XHTML, CSS2, Javascript, JQuery, Prototype, Scriptaculous, MooTools, YUI, Spry, XML, AJAX, Photoshop, Illustrator, Acrobat, Visio, Flash, ActionScript 2.0, ActionScript 3.0, MySQL, PHPMyAdmin, PHP, Google Analytics, Prototyping, Wireframing, Flow Diagrams, Styleguides

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**Web.com, formerly Interland, Inc. – Atlanta, GA (04.2005- 05.2006)**

*Provider of online marketing and web services, offering a full suite of solutions for small businesses.*

**Web Designer, Design Services**

Designed websites to customer specification using browser scripts and Web.com proprietary CMS. Team lead for one-off projects that required advanced front-end web development expertise.

**Key Accomplishments:**

- Selected by management team to design and develop PHP/MySQL online design libraries for yellow page companies: RHDDonnelley, Dex, and Hawaii Telecom. Minimized cumbersome interaction with phone agents by giving customers the ability to go through the web site creation process entirely online.
- Created eye-catching website templates that were very popular among customers and eventually retired due to over usage.

**Environment:**

HTML, DHTML, CSS2, Javascript, Photoshop, Flash, ActionScript 2.0, MySQL, PHPMyAdmin, PHP

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**Ad Engine, LLC – Alpharetta, GA (04.2003- 04.2005)**

*Online media and advertising company with a network of sites connecting prospects with franchises and business opportunities.*

**Web Master, Portal Design**

Performed overall web mastering of 3-4 portal web sites including initial design and development of portals. Managed weekly email and newsletter campaigns using proprietary software to send and track results.

**Key Accomplishments:**

- Produced Flash media kits that assisted sales staff and significantly improved exposure of products and services.

**Environment:**

HTML, DHTML, CSS2, Javascript, Photoshop, Illustrator, Acrobat, Flash, ActionScript 2.0, Styleguides

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**TEACHING EXPERIENCE**

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**Art Institute of Atlanta, Atlanta, GA (09.2008- 04.2011) – Adjunct Instructor**

**ITT Technical Institute, Duluth, GA (04.2006- 09.2008) – Adjunct Instructor**

**New Horizons Computer Learning Center, Atlanta, GA (11.2002- 04.2003) – Technical Trainer**

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Lectured and facilitated courses in User Interface Design & Information Architecture.

**Key Accomplishments:**

- Consistently scored above average on peer and student evaluations nationwide for all Art Institutes. *Evaluations are available upon request.*
- Mentored many students to successful careers in web design, including assisting a student with an award-winning AIGA portfolio website.
- Successfully implemented a new course on Mobile Design and User Experience. Presented syllabus and mock course to Department Chair of Interactive Media Design department and peers for review and approval. Researched course material, selected the course book, and worked with the IT department to procure software.