

**Michael S. Parker** 19 Wellesley Road, Maplewood, NJ 07040  
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## EXPERIENCE

### **Catalyst Group Design, New York, NY**

**Senior User Interface Designer, Oct. 2005 – Present**

Involved in all facets of usability and user interface design, with a primary focus on creating simple and useful Websites, Web-applications and desktop applications.

Partial Project/Client List:

- CNNMoney.com
- College LiveText Edu Solutions
- eTrials
- Kemma Software
- PDR.net
- Thomson Micromedex
- TIME.com
- WineAccess.com

### **Freelance, New York, NY**

**Information Architect, Dec. 2001 – Oct. 2005**

Worked with companies ranging from small start-ups to Fortune 500 organizations to define and develop user-friendly front-end interfaces for ecommerce and consumer Websites, desktop applications, Web-applications (including document management systems, medical knowledge management systems and financial/insurance knowledge management systems), extranets and mobile interfaces.

- Gathered business and user requirements through stats analysis, contextual interviews and existing product evaluations. Translated those requirements into written specifications, wireframes, user flows, site maps and style-guides.
- Worked with clients to develop usability testing scripts. Moderated tests and generated reports.
- Created and managed development timelines. Directed technology and creative staffs to accurately realize final deliverables.

Partial Project/Client List:

- about.com
- Boeing
- Canon
- College Board
- CosmoGirl.com
- DIAM International
- Galileo (Global Travel Distribution System)
- Hearst
- iVillage.com
- Marsh & McLennan Companies
- nMatrix (DocuMatrix – Litigation/Document Management System)
- Zagat.com

### **KPE, New York, NY**

**Senior Information Architect, Aug. 2000 – Nov. 2001**

Developed user-centric functionality blueprints that balanced client business objectives with user needs. Participated in the development of ecommerce, interactive TV, wireless solutions, portals, content systems, websites, and intranets for clients such as ESSENCE, Sony Style, Worldwide Wrestling Entertainment, Targus, J Records, Discovery Channel, and Bechtel Telecommunications.

- Lead client workshops to determine deliverable requirements, project goals, and audience profiles
- Documented recommended product functionality via flowcharts, user profiles, site maps, and page map prototypes
- Articulated information relationships, navigation, and technology needs to clients and production team members
- Managed the integration of visual design concepts into site functionality
- Recommended usability testing plans and labs designs to gauge the success of intended solutions
- Consistently researched and analyzed industry benchmarks, best practices, and online trends; presented findings to internal departments and client teams
- Evolved and elevated the Info Architecture department's methodologies, processes and thinking

### **Lot21 Interactive, New York, NY**

**Development Scientist, Nov. 1999 – Aug. 2000**

Launched Lot 21's Development Laboratory, an incubation group responsible for the identification and development of new applications and technologies relative to topics such as content delivery through Interactive TV, PDA development and enhancement, and WAP/Wireless solutions.

- Provided the creative and technological vision, strategy and leadership for all DevLab project development; developed and refined the group's standard operating procedures and practices
- Defined the strategic goals and accompanying business challenges of proposed development projects; documented original work and drafted patents with DevLab counsel
- Determined milestones, deliverables, and hardware/software needs; coordinated production resources
- Developed project prototypes including application and UI designs, interaction/program flow diagrams, art, animation, and multimedia production as necessary

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- Researched and evaluated new technologies which influenced DevLab projects; attended seminars and workshops outlining future trends in online technologies
- Targeted potential partners to commercialize projects, technologies, applications and intellectual properties

### **APL Digital, New York, NY**

**Production Manager, Nov. 1998 – Sept. 1999**

Planned, defined, and directed the ground-up creation of APL Digital's production department, servicing clients such as Dell, Iridium LLC, and UPS. (The company is now known as Lowe Lintas Interactive.)

Developed and documented processes, department structures, staff needs and hardware/software requirements

- Provided creative and technological leadership to Site Builders, Designers and Multimedia Specialists in order to expand the limitations of Website design and functionality
- Insured quality assurance of all projects through the establishment of a QA testing lab, providing testing plans, documenting procedures, and researching/applying new quality control processes
- Evaluated staff on individual performance achievements; recruited new staff as required to keep pace with current and expected project demands
- Researched, evaluated, and applied new technologies to ensure competitive advantage among client sites
- Worked with senior management on the analysis, design, and specification of Websites; participated as technology/build specialist for the new business development team during pitches
- Educated clients and prospects on Web technologies, QA issues, and production practices

### **AGENCY.COM LTD., New York, NY**

**Site Manager, Mar. 1998 – Nov. 1998**

**Senior Site Builder, Dec. 1996 – Mar. 1998**

Coordinated all production tasks and resources for a staff of ten Designers, Site Builders and Programmers to deliver platform/browser-compliant Websites for clients such as Lazard Frères & Co. LLC, GTE, MetLife, Deloitte & Touche: PeerScape, Rational Software, Hewlett-Packard, Lucent Technologies, Nike, and British Airways.

- Worked closely with Site Editors to identify content and establish solid and coherent Website architecture and navigation; developed and maintain site maps
- Managed QA efforts, testing all sites against browser specs within PC/Mac/UNIX environments; insured stable integration and implementation of delivered site files
- Thoroughly documented each project's production process and results to support ongoing maintenance and development; worked with clients to insure stable integration and implementation
- Developed consistent branding aesthetics and intuitive interfaces to provide compelling visitor experiences
- Estimated all production hours and timelines, budgets, and staffing requirements; evaluated potential employment candidates and regularly reviewed the performance of individual Site Builders
- Performed all aspects of site development including concept sketching, design and graphic production, HTML coding, multimedia implementation, Form handling, JavaScript, Java, UNIX and CGI integration.
- Coded Websites to insure cross-platform/browser compatibilities; specifically concerned with platform resolutions, browser limitations and graceful browser degradation; insured consistent HTML code and Netscape palette-safe graphics
- Developed templates and style guides, setting the pace of projects

### **Freelance, New York, NY**

**Illustrator, May 1993 – Present**

Provide traditional artwork on tight deadlines to magazines, newspapers, web design agencies, ad agencies, record companies and book publishers. Please refer to [www.wisebuild.com/parkah/illustration](http://www.wisebuild.com/parkah/illustration) for a complete list of clients and illustration samples.

### **SKILLS**

**Operating systems:** Mac OS, MS/DOS, MS/WIN, UNIX, LINUX

**Languages:** Understanding of HTML, DHTML, XML, WML, Ajax, Flash, Java, JavaScript, ASP, UNIX, and PERL

**Applications:** Experienced with all major graphic and Internet/Intranet applications including, Visio, Illustrator, Photoshop, InDesign, Homesite, BBedit and Microsoft Office Products.

**Vendor Solutions:** Experienced with the following 3rd party applications / systems: Documentum, Interwoven, Livelink, Plumtree Portal and Vignette.

**Specialty:** Print and digital Illustration

### **EDUCATION**

1994, Bachelor of Fine Arts  
Major: Illustration  
The University of the Arts  
Philadelphia, PA

1992, 1993, Figure painting  
The Pennsylvania Academy of the Fine Arts  
Philadelphia, PA