

# DESIGNED 4 USE

I am a senior-level design professional with over 20 years of experience in the software & application development field. I have been involved in almost every aspect of the design process from user testing, comparative product research, rapid prototyping & design docs for proposed solutions, and delivering on the promise of those proposed design specifications. I help clients with complex IA issues via content analysis sorting out complex site structure, content modeling, navigation, and UX re-design problems to elevate their customer's experience within both web & mobile channels.

I have demonstrated how to improve usability & findability using product research experience modeling, User Stories, Wireframes, User Journeys & electronic prototyping as part of a comprehensive yet agile development process – I can get my fellow team mates on board by asking them to learn, to reach outside their comfort zone & dare to innovate a better product by (not being afraid to fail, and) making it fun to work here while doing it. Have led many HTML CSS JavaScript dynamic content delivery Dev groups consisting of BA IA UX VD & FED

I have often had positive feedback from my colleagues and program managers on my ability to produce effective UX project estimates, work breakdown structures and provide leadership to the entire UX dev team made up of BAs, Visual Designers, IAs, Usability Testing professionals and Front-end developers. I enjoy mentoring & providing guidance to product dev team members across multiple disciplines including creative, copy writing, visual design, and coding backgrounds and my efforts have proven to bring them together behind a common goal that employs a consistent app dev methodology and supports a repeatable series of UX Design process success.

My life's work reflects a specialization in IA and UX analysis with extensive expertise in UX scenario plans in software design. I have mastered the art of mobile app. design, Content Analysis, & Customer Experience optimization.

## Professional IT Leadership Experience

October 2014-Aug 2017

Enterprise Information Architect at State Farm Insurance as freelance IA & UX resource provided by TekSystems consulting to their client's Enterprise Digital Strategy / Public Affairs team at the State Farm corporate HQ in Bloomington, IL. Leadership role in enterprise level taxonomy development, strategic vision & scope for Navigation Systems Design and managed metadata for localized SEO across multiple CMS including Oracle KM, SharePoint, and Tridion Content Management Systems. Facilitated requirements gathering and UX design for Call Center Support systems as well as .com and customer-facing mobile apps serving the State Farm customer base across Insurance, Banking, and Securities Industries.

Recognized for product development and design leadership in spearheading a Template Driven CMS Redesign for the company Intranet featuring a higher standard enterprise site collection (each business entity gets 1x-7 of 7 web sites each designed for a specific business purpose: Dept. Site, Team Site Project Site KM Site, etc.) 7 standard site templates, and improved User Experience design leveraging a robust gallery of available page layouts and a simple, consistent, with a library of re-useable yet configurable functional components. Rob was member of a 4 member IA + Search team which was single handedly conceptualizing and rolling out these improvements to the digital content publishing lifecycle. He

was simultaneously working on several specific KM Sites, 4 Dept. Publishing Sites, a baseline Project Site book of wireframes and 2 Call Center Support Solutions. Last year he helped redesign the enterprise Learning Mgmt. System for Training (L&D's 'SF university'). Successfully completed 5 major company-wide initiatives as well as 3 separate Line of Business vertical projects during his tenure at State Farm.

January 2014-Sept2014 – AT&T Wireless

Senior IA / UX Design at AT&T Wireless as Corp to Corp resource provided by Halo Group consulting to their client AT&T. Working on Customer Experience Design for all AT&T web properties (including mobile) for e-Commerce, Billing, & support. Validates business goals against brand and customer experience needs in preparation for app dev. Mobile app dev for smartphone & tablet, responsive web design. Sr. IA / UX Designer on the experience planning team doing IA, UX Design Approach, and serving as UX modeler doing wires and rapid prototyping for Mobile Applications development for AT&T e-commerce & AT&T wireless support.

July 2012-August 2013

Earley & Associates – an Information Architecture consulting firm. Carlisle, MA 01741 (subsidiary of Insperity, Houston TX 77032). Sr. Information Architect serving E&A consultant in the field of Taxonomy Development and Search Engine Optimization for Microsoft enterprise search and corporate knowledge sharing applications.

[Here's a list of E&A Information Architecture Clients served during my employment with Earley & Assoc. Including:](#)

Hewlett-Packard Customer Support– Palo Alto, CA & Boise, ID

Mass Mutual Insurance– Springfield, MA Provided content types & search facets development, taxonomy and metadata mapping for SharePoint 2010 Project Management Portal

Allstate Insurance – Northbrook, IL

Charles Schwab – San Francisco, CA

Franklin Templeton Investments– Dublin, CA & St. Petersburg, FL

AARP – Washington, DC

Phillips Health Care (medical imaging systems KB) – Cleveland, OH & DA Best, Netherlands

Term Library development, navigation systems re-design and UI for Support Solution's 'Search & Browse' applications, unified media / marketing asset database, training content and Care Center / Customer Support procedures.

June 11, 2007-August 7, 2012

**EMC Consulting (Now Dell/EMC)** – Hopkinton, MA, NY NY, Rockville MD 301-897-1400 2600 Tower Oaks Blvd. / Rockville, MD 20852 Dallas, TX, and Atlanta, GA

[Sr. Solutions Architect, User Experience Designer for Portals & Collaboration division of EMC Consulting](#) served as Sr. UI Design expert and UX team lead on the design or redesign of over 20 different enterprise (large scale) corporate portals starting with requirements validation and navigation systems design. I have expertise in both web design and software design for improved User experience, solving complex usability problems, and Corp Intranets redesigned for enhancing Usability, Findability & productivity on 20 large scale corp. Intranets in 5 years!

**EMC Client Projects I worked on in a 5-year period** while working as a full-time EMC employee / Solutions Architect and Experience Design team senior IA consultant:

**EMC Cloud & Virtual Data Center** - with teams in Chicago, San Francisco, Atlanta, Denver, Dallas

*Designed a cloud-based asset management & data center migration analysis application*

**New York City Economic Development Corporation** – NY, NY (financial district) *Using SharePoint 2010 and best of breed social media enhancements, I designed EDCis.com corp. intranet and collaboration platform for the New York City Economic Development Corporation, and affiliate of the NY City mayor's office that plans and arranges funding for city refurbishing projects.*

**First Tenn. Bank / First horizon financial** – Memphis, TN (a financial services & banking client) *Designed Corporate Intranet Utilizing SharePoint 2010 Site Collections, Workflow driven apps, Document Repository, and Integration of existing publishing content, internal communications, and multi-media content mgmt.*

**NYC Department of Health and Mental Hygiene** – NY, NY *I was the IA for a huge medical records digitization project converting all paper records for the City of NY into a completely digital archive housed exclusively on a SharePoint 2010 platform for the Public Health Dept., City of NY. Also provided this client with working Governance Plan document, Governance Training Seminars, Governance Planning Workshops*

**International Monetary Fund** – Washington, DC (I worked on 3 separate projects for the IMF)

1) Provided Information Architecture expertise in the re-working of Site Map and Navigation systems for a Global Knowledge Exchange utilized by field agents of a large financial services entity (World Bank & IMF, Washington DC).

2) Delivered wireframes for unified Extranet for IMF/World Bank external partners where scores of separate applications could be unified upon a single shared platform [SharePoint 2010 with some custom .Net app dev.]

3) Worked with the IMF to optimize Local Search results via improved metadata mgmt. and UI enhancements.

**Six Flags Theme Parks** – Operations HQ 1460 Broadway, NY NY (Theme Parks Operation Mgmt.) Delivered wireframes for SF theme parks' operations & communications websites. Designed Intranet and developed the IA and Interaction Design of 3 different 'dashboard' versions to support each of 3 target audience views for the operations sites (Intranet) for Six Flags theme park chains headquartered in NY, NY.

**U Mass Memorial** healthcare – (health care provider, Hospital System) Healthcare Worker Collaboration Space for a major hospital system / healthcare providers in Worcester, MA o: Re-designed Site Structure, Corresponding Site Map, and Global Navigation Model for a Hospital System in Massachusetts. Provided wireframe diagrams of proposed changes to page flow and site templates for Publishing, Collaborations and Project Sites. Provided hands-on guidance, mentoring a team of four other developers including both Creative (Visual Design) and Programming (SharePoint Developer) assets. Provided a road map for the integration of multiple application delivery systems within a single virtual desktop portal with a common home page.

**MOOG Space & Defense** – East Aurora, NY (SharePoint 2010 with Sitrion business Social Sites Integration) As Lead IA and User Experience team coordinator, provided creative team guidance in the creation of Wires, Creative Brief and Style Guide for Social Networking framework to support collaborative 'Communities of Practice' within an intranet based portal for MOOG, Provided design working sessions with SMEs and documentation including but not limited to wireframes, site map, navigation design workshop / card sorting taxonomy development.

**Progressive Media** – London, UK (e-magazine publisher) Web Design, Site Structure, Customer Journey Maps, Wires, Social Interactions. Provided client with Usability Analysis & Navigation Systems redesign for media publishing house in the UK with over 140 electronic magazine sites in operation. Conducted Heuristic Evaluation, UX Analysis, site template design, UI mock-ups, improved page flow and 2 sets of wireframes for the prototype site design efforts: one for an advertising based magazine site and another for a subscription based investment intelligence site.

**Corning, Inc.** – Corning, NY (engineering innovations, product design, and manufacturing) Provided IA and Site Structure analysis for Intranet re-design / web site update for a major innovator in the commercial glass products industry. With the focus on team sites and project management, I re-designed their User Experience for the corporate intranet sites and associated collaboration tools suite. Delivered sitemap and wireframes for both collaboration and publishing sites as a part of a SharePoint Phase II expansion with a focus on UX & usability improvement efforts.

**Glaxo, Smith Kline** – Philadelphia PA, and Middlesex, UK IA, UX Design for 2 individual but integrated workstreams for a Major Intranet re-design effort including GSK employee Community Sites & Project Team task Mgmt. collaboration sites.

**Pfizer Pharmaceutical** – Collegeville, PA (a subsidiary of Pfizer)

Designed MOSS 2007 corporate Intranet Applications, Collaboration Sites, & Document Repository

**M&T Bank** – Buffalo, NY (Banking: Personal, Business, & Commercial public-facing websites)

Re-designed MTB public facing sites as a part of a template-drive UI quality control system allowing for variation of individual publishing sites for Commercial, Small Business, and Personal Banking.

**Epic Games** – Raleigh, NC (Unreal Developer Network) Designed and delivered an innovative Microsoft based developer support platform for 'Unreal Engine' Game Developer's licensed customer support & collaboration portal. END EMC 24 jobs in 60 months.

Feb 2007 – May 2007

**Think, Inc.** (renamed Think Interactive)– Atlanta, GA, Interactive Design Agency [contractor at Think Interactive, Inc. Think Direct Report Chris Wilson. Worked with them twice over my career once as contractor (placed by ettain group) and earlier as Internal employee of THINK as Information Architect for both Think Inc & Answerthink Consulting who merged with Think in the mid-2000's. Provided UX and content analysis for UX Design work for several of Think's web design clients including Alltel, Time Warner, and Sun Trust. As User Experience Architect re-designed the Business to Consumer User Experience for a Major Telco's public facing systems to accommodate new self-service consumer interface to their "My Account" functionality that resides in on an IBM Web Sphere Portal.

June 2006 – Jan 2007

**AutoTrader.com** – Atlanta, GA [contractor at AutoTrader.com as IT consultant placed through Anteo Group 404-987-5152, 404-389-0560 via 1230 Peachtree St., NE, Suite 2075, Atlanta, GA 30309]

Autotrader.com Interaction Designer / User Experience design team for Dealer Solutions '07 Product Design  
Researched and documented 'Dealer Solutions' product User Experience requirements gathering and delivered a working design model for an interactive 'ad creation' tool for the Automotive Industry partners and Autotrader.com. Created wireframe documentation and design for this system which allows dealers to create high-end New Car Advertisements by simply entering the appropriate inventory and discount data and then running the automated "special offer builder" to execute effective new car ads within one of several pre-fabricated design templates.

Feb 2006 – May 2006

**Intent MediaWorks** – Atlanta, GA [contractor at IMW through Lanta Technology Group LLC., IT Staffing, 404-256-7383,

Daniel Graff-Radford, 950 East Paces Ferry Rd., NE, Suite 2860, Atlanta, GA 30326]

**Intranet Design and Information Architecture Consultant**\_4470 Chamblee-Dunwoody Rd., Atlanta, GA 30338

(CEO Ottolenghi promoted me to 'Director of Process Systems Design' in recognition of my experience & hard work. I Created simple, consistent, repeatable processes and WBS critical to the success of Software Development Lifecycle and Product Delivery. I was solely responsible for managing the entire project from start to finish. I supervised and collaborated with internal development teams and outsourced resources to get coding completed according to his design specifications. I then went on to maintain and build more page flows and front-end capabilities within the established .NET framework.

Sept 2005 – Dec 2005

Sentry Insurance – Stevens Point, WI

Information Architect

As Software Design consultant at Sentry Insurance through consulting firm Affinity, Inc. Mr. Dornbush provided web-enabled User Interface design for a new Agency Management System (AMS) and associated tools suite.

6/05 – 9/05

Business Edge Solutions – Atlanta, GA

Human Factors analyst \ User Interface Architect worked on the NCMS and Service Assurance projects as IA consultant to BES consulting Client Bellsouth (now AT&T) at their North Ave. location and designed a new User

Nov 2004-June 2005

IA & UX Design Consultant at Starwood Hotels HQ as HP Design Consultant

Hewlett-Packard Company Consulting & Integration – New York, NY,

elaborated on Business Use Cases and UI Design Specs validating requirements for re- designed promotional marketing applications designed to function within Starwood Hotels' redesigned reservations, inventory mgmt., and rate mgmt. systems, where I served as Sr. Information Architect. Rob was well known among the client's (Starwood) Mgmt. team for taking ownership of all aspects of presentation layer delivery, and he was directly responsible for planning integrations with other related tools within the large-scale corporate intranet applications environment. promotional marketing engine's data model from their (the SME's) knowledge of legacy data stores and experience with the "As Is" business practices currently in place.

June 2004 – Nov 2004

Harland Printed Products – Atlanta, GA

Usability Engineer, Systems Analyst for SOA Application Design

Specialized in Business Process Mapping for Quality Improvement, Software Requirements documentation for financial services related functionality. Collaborated with Wells Fargo Bank analysts and programmers on workflow analysis.

Nov 2003 – June 2004

American Funds\Capital Group – San Antonio, TX

UI Designer 3500 Wiseman Blvd.\ San Antonio, TX 78251 American Funds Information Service Group is a software development group building applications for the Capital Group Mutual funds. He was responsible for User Interface Design for Call Center software, process flow diagramming, navigation systems architecture, and requirements gathering (interviewing business leads) to author UI Spec Docs for Financial Services applications. Engaged in designing 2 apps one for the Shareholder Associates' call center and another for control accounting's check processing procedure (dot net framework).

Nov 2001 – Nov 2003

GE Power Systems – Atlanta, GA

Human Factors Analyst/UI Architect – Producer of UI Standards for over 40 in-flight projects.

Delivered improved User Interfaces for 12 applications over the course of 24 months, and then became the Sr. User Interface expert corporate-wide at GE Power responsible for editing and enforcing UX design standards corporate-wide for over 200 applications that were currently in production at the time.

\*, \*\* pro references and portfolio samples (temp UN and PW login to my private online portfolio) available upon request

<https://designed4use.sharepoint.com/SitePages/Home.aspx>

<https://designed4use.sharepoint.com/Shared%20Documents/Forms/AllItems.aspx>

\*Temporary User Name: guest@designed4use.org

\*\*Current Temp Password: Available upon Request after compliance with non-disclosure agreement below:

*Refer to this portfolio repository at the following URL where prospective clients can view some online work samples: portfolio samples of wireframes, user journeys, etc.; be advised however, such review can only take place under an informal non-disclosure agreement i.e., the prospective Client / or Client interviewer agree, their Use of these documents is ONLY for portfolio verification of the skills that I have listed in my resume. These web designs and design docs may not be copied, reproduced, or used outside of resume validation context without the written consent of the Author and the client for whom the work was created.*

Please also refer screeners to my new easier to use adobe portfolio\* site at

<https://dornbush.myportfolio.com/>

\*No password required, just select one of 20 thumbnails and browse thru wires and architecture diagrams by simply swiping your finger up or down – this one is for those seeking a less detailed but easier to use version, definitely better usability on mobile & tablet.

Please also refer them to the new easier to use (on mobile and tablet) adobe portfolio site at

<https://dornbush.myportfolio.com/>

No password required just select one of 20 thumbnails and browse thru wires and architecture diagrams by swiping your finger up or down

## Education

CERTIFICATE | FALL 1996 | San Francisco State University, College of Extended Learning, Multimedia Studies Program, UI Design Emphasis (a 2-year post-graduate vocational program)

- Major: Photoshop, User Interface Design, Web Design
- Minor: Kiosk & CD Rom Software Development, Video and Information Technology
- Related coursework: Adobe Illustrator, Premier, After Effects, Application Design, User Experience for Internet

BACHELOR OF ARTS | 6/12/1987 | University of California at Santa Cruz

- Major: Technical Theater (Theatre Arts)
- Minor: Film Studies (Writing, Directing, and Production)
- Related coursework: Art Direction, Set Design, Lighting, Theater Production & Stage Management