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## Education

**Masters of Architecture** *Department of Architecture, University of California, Berkeley*

*Pending* Coursework complete. Pending thesis.

- *Major:* Architecture
- *Thesis:* "Case-Based Reasoning & Building Design Tools"

**B.A. of Architecture** *Department of Architecture, University of California, Berkeley*

- 1991*
- *Major:* Architecture
  - *Minor:* Rhetoric
  - *Thesis:* "Reflections of Style: Willis Polk & the Hallidie Building"

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## Professional Experience

**Interactive Design Consultant** *San Francisco*

*Jun 05 - Present* Providing consulting services in web development strategy, user experience design, creative direction and prototype development. Consulting services may include hands on production of deliverables or project management of creative staff. Tasks cover requirements gathering and specification definition, creative concept development, solution production and implementation.

Deliverables for clients include sitemap and high-level site plans, workflow and process flow diagrams, wireframes, visual design comps, HTML click-through prototypes and design/experience guidelines. Services also include designing and conducting client/end-user workshops and behavior research.

Recent clients include:

- ESPN – mobile phone interface
- Intel – B2B Developers Marketplace
- Aizling – healthcare provider exchange
- BARTS – online employment management intranet
- Sony – Sony Style redesign (Sapient)
- Gevity – HR portal (Sapient)

Projects can both be completed on site with extensive client interaction or remotely as required.

**Web Development Director** *Lemon Asia Limited, Hong Kong & Shanghai*

**Jan 02 – May 05** As Web Development Director, responsibilities included building Lemon's Shanghai creative and user experience teams, high-level project management, business development and long-term client relationship building. As part of the company's Executive Committee, tasks also included identifying Lemon's long-term business goals and market positioning. Client work covered all aspect of project development including creative concept, information architecture, site development, launch and post-launch evaluation.

This role also included managing the creative and technical teams (24 staff), working closely with junior and senior staff to ensure quality, budget and timeline goals were met.

Clients included:

- Intel (Asia Pacific)
- Prudential Asia (financial products)
- British Airways
- Manulife (insurance products)
- Mandarin Oriental Hotels
- STAR TV
- Three on the Bund

**Interactive Team Manager** *Market Catalyst, Hong Kong*

**May 00 – Oct. 01** As Interactive Team Manager responsibilities covered all aspects of development of interactive marketing solutions and user experience design as well as determining long-term technology goals of company and which market space in which to compete. Responsible for day to day management of 8 person creative team, identifying research targets and goals and building the company knowledge-base.

Management responsibilities included oversight of interactive projects from client contact, information architecture, creative design, delivery and post-launch analysis. Tasks include presenting to clients, formulating project goals and requirements, providing creative direction and managing project production.

Clients include:

- Dao Heng Bank
- HK Trade Development Council
- Hong Kong Jockey Club
- Cheung Kong Property
- Hang Lung Group
- STAR TV

Projects at Market Catalyst also included other marketing tasks including: TVC story-boarding, corporate identity, traditional advertising and CRM.

**Information Architect** *Keymind, Alexandria, VA*

**Aug. 99 – Apr. 00** Creative and strategy consultant for Keymind, an Alexandria, VA-base information design studio. Managed a team of four designers, with creative direction on all design tasks. Duties included client contact and new business development, project oversight and management, business and design strategy and evaluation.

Extensive information architecture and usability work was applied to the JP Morgan in-house loan management tool – sitemap, wire-frames, use groups.

Clients included:

- JP Morgan
- Navigant Vacations
- Loral SkyNet

**Creative Director** *ARS Interactive, Alexandria, VA*

**Oct. 98 – Jul. 99** Principal Creative Director for ARS Interactive, an Alexandria, VA-base Web development house. Managed a team of four designers, with creative direction on all design tasks. Duties included client contact and new business development, project oversight and management, business and design strategy and evaluation.

Clients included:

- Library of Congress
- The Smithsonian Institute
- National Archives and Records Administration
- Council for the Advancement and Support of Education

**Designer/Project Manager** *Wideeye Interactive, New York, NY ~ Washington, D.C.*

**Aug. 97 – Sep 98** Freelance contract work for Web site design and production, client internet education, and print media projects. Tasks included full range tasks from site concept and creative development through HTML/Javascript coding, quality checking and launch.

Clients included:

- Time Warner Media, Inc.
- American Airlines
- Getty Information Institute
- Travel Technologies Group, LP

**Web Site Designer** *Digital Pulp, New York, NY*

**Nov. 96 – Jul. 97** Design of Web sites and print media for marketing and advertising. Provided project management and design for primary client, Biztravel.com. Worked with client to develop graphical interface and conduct usability testing for extensive web-based travel reservations system.

Clients included:

- Biztravel.com
- Cigar Afficiando
- Double Click

**Research Associate** *Lawrence Berkeley National Laboratory, Berkeley, CA*

*Nov. 92 - May 96* Design/development of computer-based design tool for buildings, the Building Design Advisor. Creation of interactive demonstration (proof-of-concept) prototype of tool (plus video). Design of user interface, UAT and functionality. Design/development of interactive multimedia information kiosks (OBT Kiosk & Residential Guidelines Kiosk).

Tasks also included general research team support including collection and organization of presentation content, digital formatting of project resources, design of demonstration software interfaces and maintenance of in-house computer network.

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**Special Seminars**
**Soda Hall, UCB** Berkeley/Lawrence Berkeley Laboratory Collaboration

*Spring 1996* Organized series of seminars between the UCB's Carlos Sequin (Comp. Sci.), Yehuda Kalay (architecture) and LBL's Building Technologies Group, Kostas Papamichael to discuss related research in architectural spatial visualization, building attribute description, expert system structures and computer assisted design.

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**Publications/Conferences**
**ACEEE, Asilomar** Residential Fenestration Design Guidelines/OBT Kiosk

*August 1994* Presentation and live demonstration of software tools.

**NAHB, Seattle** Energy Design Advisor/RESFEN Kiosk

*November 1993* Presentation and live demonstration of software tools.

**Publication** "Power Tools for the Desktop of Architects and Engineers."

*Fall 1996.* Proceedings of the Thermal Performance of the Exterior Envelopes of Buildings VI Conference. Co-author.

**Publication** "Parking Lot Carnivals: the Public Agenda in Digital Environments."

*August 1996.* Modulus 24, Architectural Journal of University of Virginia.

**Publication** "Energy Efficiency through Multimedia."

*Spring 1994.* Center for Building Science News, Lawrence Berkeley National Laboratory.

**Publication** "Reflections of Style: Willis Polk and the Hallidie Building."

*Fall 1991.* Berkeley Undergraduate Journal, University of California at Berkeley.

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**Reference**

*References will be made available upon request.*