

JAMIE SHEA

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SUMMARY OF QUALIFICATIONS

Seven years of software industry experience with user interface design and usability testing of public Web sites, extensive corporate Intranets and web applications. Ten years experience in technical and promotional writing in all media formats. Fifteen years experience creating promotional print pieces, print magazines and corporate collateral. Twenty years experience in administrative assisting, office management and coordination.

ONLINE PORTFOLIO: Available at <http://www.sheadesign.com>

LANGUAGES AND TOOLS

LANGUAGES/SCRIPTING HTML, DHTML, CSS, XML, JavaScript,

DEVELOPMENT TOOLS HomeSite, DreamWeaver, Adobe Creative Suite (Photoshop, InDesign, Acrobat, Illustrator and ImageReady), Microsoft Office Suite, Visual Source Safe, Raid, Visual Intercept, Internet compression, scanning, and FTP utilities.

DATABASE FAMILIARITY Access 2000, SQL 7.0

OPERATING SYSTEMS Fluent in both PC and Mac environments.

WORK EXPERIENCE

MAY 2006 – FEB 2008 **DIGITAL RAILROAD**

SEATTLE, WA

USER EXPERIENCE DESIGNER

Analyzed complex user workflow in order to design application features of web-based services for professional photographers and photo buyers. Revamped shopping cart, created price calculator, pricing template generator and marketing tools. Designed wireframes, full graphic presentatons, and working comps in html. Focus on product improvement and providing new services for greater usability. Participated in user testing and persona studies.

JAN 2006 – MAY 2006 **MILLIMAN, INC.**

SEATTLE, WA

CONTENT MIGRATION SPECIALIST

Assisted with content migration of large international sites to new content management system. Required high attention to detail and repetitive action. Recreated html pages for internal use. Contract position.

1992 – PRESENT **SHEA DESIGN**

BELLINGHAM, WA

WEB DESIGN, PRINT LAYOUT AND CONSULTING

Principal of client service and design company. Responsible for the creation, maintenance, and updating of commercial web sites in publishing, wholesale manufacturing and the entertainment fields. My focus has been on creating effective and responsive design and user interactivity. In addition, my print responsibilities have included magazine layout, creation of brochures, posters, j-cards and other advertising collateral. See *website examples at: sheadesign.com/portfolio.html*

8/01 – 3/02 **NETUPDATE CORPORATION**
SOFTWARE DESIGN ENGINEER AND USABILITY SPECIALIST

REDMOND, WA

Maintained and updated loan tracking web application for mortgage industry professionals. Ensured UI consistency, clean code format, and implemented CSS throughout the application. Participated in style and usability analysis resulting in product interface version upgrade. Developed User Taxonomy for text development. Conducted user studies, focus groups, and industry analysis to determine functionality requirements. Developed user personas and usage scenarios to aid in development direction.

8/00 – 8/01 **DOCUTOUCH CORPORATION**
HTML DESIGN ENGINEER AND TECHNICAL WRITER

SEATTLE, WA

Responsible for team-based design and coding of an ASP dynamic corporate Web site, with my personal emphasis being UI elements, style, and site continuity. The team took this project from a marketing conceptual vision through design, coding, testing and implementation. Another major project was a complete redesign and upgrade of DocuTouch 5.0, a digital signature and document repository online application. I served as a usability and style expert, focusing particularly on User Assistance help elements, navigational consistency and overall accessibility of the application. In addition, I designed and wrote the online help system, using XML to organize and render help topics. Produced a 70-page print version user manual for the application. (DocuTouch was acquired by NetUPDATE in August 2001)

6/00 – 8/00 **MICROSOFT**
WEB DEVELOPER 2

REDMOND, WA

This was a contract Web Dev 2 position for the bCentral Web Manager product enabling users to create their own business web site online. For release 2.0, I coded the reformat of Web templates for better usability design. This process involved using FrontPage WebBots, XML and a custom rendering language. In addition, I edited the instructional copy for this application. This project involved interfacing with a large development and test team to coordinate the successful release.

3/99 – 6/00 **CONCUR TECHNOLOGIES**
UI WEB DEVELOPER AND INTRANET SYSTEMS MANAGER

REDMOND, WA

I was responsible for the presentation tier design of a large corporate data-driven Intranet consisting of over 2000 pages. I also performed the SQL database administration through Access utilities. Initially this project involved large-scale HTML conversions of various file types utilizing CSS for site presentation continuity. Once the system was running, I designed and conducted user surveys and forums and used the information gained to further refine the UI for maximum employee effectiveness. After performing a detailed system analysis I was able to implement a highly successful upgrade project increased Intranet usage dramatically. I consulted with corporate department heads and analyzed their website requirements, goals and audiences to help them maximize their Intranet presence. I trained new and experienced employees in use of the Intranet, conducting lunchtime seminars. I consulted with all department heads and managers to help create their sites within the Intranet and to establish their submission teams. Developed an online monthly customer newsletter from graphic comps.

2/90 – 9/97 **KVOS TV-12**
PROMOTIONS COORDINATOR/WEATHER REPORTER

BELLINGHAM, WA

KVOS is a commercial television station owned by Ackerley Group of Seattle. In the Promotions Coordinator portion of my job, I wrote voice-over copy for on-air promotions and coordinated movie and series promotion delivery schedules. As a major organization project, I created an archival system for 30 years worth of promotional materials. As a weather reporter, I taped and voiced on-air

weekend weather reports, including the creation of computerized weather maps and other video graphic elements. In addition, I was responsible for the coordination and fulfillment of a yearly \$100,000 Christmas Wish charity program and managed the yearly Junior Achievement fundraiser.

1/85 – 9/87 **DIS CORPORATION**
MARKETING ASSISTANT

BELLINGHAM, WA

Supported Vice President of Marketing and sales staff in targeted solution software company. In addition to sales commission tracking and general administrative support, was responsible for design and publication of the company's first annual report as well as the employee newsletter.

EDUCATION

Whatcom Community College – Bellingham, Washington
Associates Degree in Communications — Phi Theta Kappa, Honor Roll

Bellingham Technical College - Bellingham Washington
Web Technician Certificate – Honor Roll, President's List

Fairhaven College - Bellingham Washington
Liberal Arts - focusing on Eastern Studies

References/endorsements available at <http://www.linkedin.com/in/jamieshea>.