

Mark Richman

Email: markjrichman@gmail.com

Phone: 404-313-1500

Web: www.websosmart.com

My redesign of the Atlanta Symphony Orchestra's ecommerce site took it from #17 to #1 of U.S. orchestras. It was also #1 in usability, this according to Adapistration.com's rankings.

I get things done. I've led or co-led designs of large (250+ page) web apps including Delta Air Lines' Call Center system and Kinderstreet School Management.

- Award-winning interaction designer and information architect; proven leader in usability evaluation
- Able to translate user research insights into effective interaction design
- Rapid prototyping in Axure, iRise, and HTML
- Exceptional writing skills, creative and audience-aware approach to documentation
- Fluent in CSS, HTML and Section 508; Agile experience, programming and analysis skills

User Experience Design and Usability Engineering: Building consensus, wire framing, usability testing, rapid prototyping, user interviews, persona creation, ecommerce optimization, heuristic evaluations, think-aloud techniques, accessibility (Section 508), ethnographic research, questionnaires, statistics, SEO, web analytics

Software: Visio, Axure, iRise, CSS, HTML, XML, JavaScript, Omniture, Photoshop, AJAX

Programming: Javascript, Excel, Visual Basic, SQL, MS Access, system automation, familiar with Java, JSP, etc.

PROFESSIONAL EXPERIENCE

AT&T / Critical Mass

September 2013 – October 2014

Senior Experience Architect (contract)

- Mobile and desktop experience design for ATT.com; Visio wireframes and Axure prototypes
- Led experience architecture for several new mobile and desktop projects
- Responsible for information architecture and interaction design of the myATT Overview page, initial page of customer's online account management experience
- Authored the standard of what constitutes an alert, contributed to ATT.com messaging strategy

Delta Air Lines

June 2010 – August 2013

Senior User Experience Architect (contract)

- Co-led the redesign of Delta's Reservations call center system, used by 6,000 agents around the world to create new and manage existing reservations. We moved the existing system to the Web and added dynamic behavior to maximize efficiency as agent moves between tasks.
- Extensive wireframes for new and revamped workflows, created style guide and GUI specifications for the redesigned system, managed and contributed to the visual redesign, collaborated with BAs, developers, and client.
- Planned, executed, and analyzed user research tasks such as contextual inquiries, surveys, and participatory design sessions.
- Created iRise prototypes to test and evaluate design solutions; created and facilitated task-based usability tests.

AT&T Mobility (B2B UX Research Group)

March - April 2010

User Experience Researcher / Usability Analyst (contract)

- Led high-speed project to evaluate navigation within phone tutorials site, test new and current users, report on results and recommend solutions.

- Developed high-fidelity prototypes for testing alternate solutions, created and facilitated task-based usability tests, directed Information Architects and Visual Designers towards final solution.
- Final presentation earned rave reviews from managers and UX professionals.

Woodruff Arts Center / threesquared, Inc

Nov 2009 - March 2010

User Experience Designer / Information Architect (contract)

- Created the award-winning Information Architecture and Interaction Design for the E-commerce redesign of the Woodruff Arts Center website. The Atlanta Symphony Orchestra site was named the most usable U.S. Orchestra website of 2011 by Adapistration.com.
- Completed annotated wire frames for online ticketing, subscriptions, renewals, checkout, order confirmation, registration, and 'My Account' self-management. Created interaction design standards to speed the design process while ensuring consistency and best practices.
- Conceived and created site architecture, page templates and wire frames for CNN's advertorial project.

Reveille Software

July-August 2009

Product Designer/Usability Analyst (contract)

- Led the redesign of Reveille's flagship EPM product.

McKesson

March-April 2009

User Experience Designer/Usability Analyst (contract)

- Led design sessions with product owner and analysts to elucidate product needs and solutions.
- Synthesized pharmacist feedback, best practices, and company standards to recommend enhancements to McKesson's hospital pharmacy solution.

Enablus

November-December 2008

Information Architect (contract)

- Collaborated on interaction design, persona development, wire frames, business and usability analysis in the redesign of a quality-care medical management application.

Intelliverse

October 2006-November 2008

UX/Product Designer/Usability Engineer

- Led interaction design and information architecture of the VoIP product line of SMB-directed company, including ecommerce sites, web and desktop applications, and customer portal.
- Co-conceived and managed all product visual design.
- Authored user experience and interaction standards.
- Planned for ongoing product evaluation utilizing benchmarks, usability testing, and analytics.
- Lead designer of Flash-based RIA: wizard design for novices, tools for expert users.
- Section 508 compliance, paper and HTML prototyping, CSS, wire frames, research and competitive analyses, heuristic evaluations, gathered and validated product requirements.

Usability and User Experience Contractor

2004 - 2006

- Executed Information architecture, interaction design, and usability projects for ACS, Georgia Power, Cox Communications, Popeye's, and Clearnova, via Blue Marble Media and Definition 6.
 - Applications included Interactive TV, Medicaid Fraud Detection and HR Intranet.
 - Tasks ranged from user interviews, usability testing, and experience design through CSS and HTML development, JavaScript and AJAX coding.
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EDUCATION

Master of Human-Computer Interaction	Georgia Tech	December 2003
Psychology Master's Program	New York University	2001-2002
BA: Liberal Arts	The New School University	2000

AWARDS AND PUBLICATIONS

O'Brien, M.A. Richman, M., Rogers, W.A., and Fisk, A.D. (2008)
Assessing Design Features of Virtual Keyboards for Text Entry
Human Factors: The Journal of the Human Factors and Ergonomics Society, Vol. 50, No. 4. (August 2008), pp. 680-698. Research from this project was used in the design of John Deere's Greenstar System

O'Brien, M.A. Richman, M., Rogers, W.A., and Fisk, A.D. (2005),
Keyboard shape and arrangement effects on visual scan elements of text entry (Technical Report HFA-TR-0501), Atlanta, GA, Georgia Institute of Technology, Human Factors and Aging Laboratory.

The Shallow Dive, published April 2013 by Boxes and Arrows, boxesandarrows.com

Enhancing the Mind-Meld—a Case of UX Knowledge Transfer, January 2015, boxesandarrows.com

Information Architect and Interaction Designer for the Atlanta Symphony Orchestra ecommerce redesign, named the most usable U.S. Orchestra website of 2011 by Adapistration.com.

First place in 2003 IEEE Information Visualization contest for *Zoomology: Comparing Hierarchical Trees*.

Featured speaker at CHI-Atlanta, September 2008: *Soft Phone Design Case Study*

Featured speaker at Atlanta IA Society, June 2008: *Data-Driven Personas; Practical Prototyping*

Leader, Birds of a Feather Group, CHI-Atlanta: *Communicating Design*

Graduate Student Mentor, Georgia Tech 2012-present