

Shaun G. McNamara

Pepperell, MA 01463
Phone: +1.978.609.3852
Email: oaken13@oakendoor.com

Objective A progressive and interactive role designing the delivery of information, with a focus on User Experience (UX). This role should call upon my expert design skills (storyboards, wireframes, and mockups, as well as finalized online and print content formats), education development, Usability testing, and research expertise.

Technical Expertise **User Experience Tools:** Adobe expertise (Fireworks, Flash, Illustrator, Photoshop, Dreamweaver, FrameMaker, Acrobat, InDesign), Balsamiq, Webworks ePublisher, Camtasia, Corel Paint Shop Pro, Snag-It, and Microsoft Office.

Training: Online, self-paced, interactive training and testing developed using Camtasia, Adobe Premiere Pro, Soundbooth, and Digidesign Pro Tools.

Coding and Scripting: HTML, CSS, XML/DITA, PHP, Ajax, ActionScript, and jQuery/JavaScript.

Operating Systems: Microsoft Windows, UNIX/Linux, and Apple - Mac OS.

Current Professional Accomplishments:

2010 – present **Verizon Business**, Boston, MA.

Senior User Experience Designer - for User Centered Design group, developing capabilities and solutions for Verizon Business and Verizon Enterprise Center.

- **User Experience Design**, including user and task analysis for profile development, wireframe and mockup design using Fireworks, Illustrator, Photoshop, Paint Shop Pro, Axure, and iRise for presentation and cognitive flow, and heuristic review of use cases for correlation.
- **Web site design**, including HTML, CSS, and jQuery implementation using Dreamweaver, Illustrator, and Photoshop to provide working design for next stage mockup presentation and final implementation handoff.
- **User inspection method and user and task analysis implementation**, including Cognitive Walkthroughs, Pluralistic Reviews, and profile development.

2007 – 2010 **Akorri, Inc.**, Littleton, MA.

Principal Information Designer - for virtualization software management company that provides dynamic data center optimization.

- **Information Design**, including writing editing, and design of technical, marketing, sales, and corporate information (online and print) using Framemaker, Webworks ePublisher, and InDesign; graphic design, including BalancePoint UI graphics, company logos, brand recognition development, and advanced creative design for online, print, and display media (tradeshow booths, banners, posters, promotional items, etc.) using Illustrator, Photoshop, Flash, and Snag-It; video/Audio Production and Photography for use on various Akorri Web sites, in Akorri printed material, and in related industry magazines (online and print) using Flash, Camtasia, Premier, and Soundbooth.
- **User Experience Design**, including usability testing and implementation of information design principals to improve the user experience of the BalancePoint product using Fireworks, Balsamiq, Illustrator, and Photoshop.

- **Training Production** for online delivery of courses in Flash format (video tutorials and user testing) covering all elements of BalancePoint implementation, including Partner, Administrator, and User level courses using Camtasia, Flash, and Premier.

2006 – 2007

Azimuth Systems, Acton, MA.

Principal Information Designer - for software/hardware WiFi test solutions company.

- **Information Design**, including writing editing, and design for WiFi testing and test bed deployment/development groups using Framemaker, Webworks ePublisher, and InDesign; graphic design, including logos, brand recognition, and advanced creative design for online, print, and display media using Illustrator, Photoshop, and Paint Shop Pro.
- **User Experience**, including usability testing and advanced Information Design of new and existing hardware and software testing environments using Fireworks, Illustrator, and Photoshop, as well as the general productivity of business processes. Improved project development, flow, and interaction between team members, increasing the efficiency and accuracy of projects.
- **Management** of project team members.

2004 – 2006

Pingtel Corp., Woburn, MA.

Principal Information Designer – for VoIP communication company utilizing the SIP protocol.

- **Information Design**, including writing editing, and design of technical, marketing, sales, and corporate information (online and print) using Framemaker, Webworks ePublisher, and InDesign; graphic design, including company logos, brand recognition development graphics, and advanced creative design for online, print, and display media (tradeshow booths, banners, posters, promotional items, etc.) using Illustrator and Photoshop; video/Audio Production and Photography covering new product and service shoots, existing product and service emphasis, stock photography for Web and print, brand recognition, media coverage, and company profiles using Flash, Illustrator, and Photoshop.
- **Usability testing** and advanced Information Design of new and existing Web sites, as well as documenting and presenting on the general productivity of business processes and user interaction.
- **Interactive media creation**, including movies and music for call waiting, ringtones, presentations, Web, and video delivery.
- **Presentation** creation, including PowerPoint slides, Flash demos, and other media; overheads, hand-outs, and presentation recording through video and voice; public address system setup; presentation/speech review and coaching.
- **Printing**, including business cards, brochures, booklets, data sheets, price lists, all types of business forms, signs, banners, and custom request work.
- **Training**, both online and onsite – covering software and third-party hardware (IP/SIP phones, gateways, servers, etc.) using Flash.

2003 - Present

OakenDoor, Pepperell, MA.

User Experience Designer, creating and implementing usability tests and dynamic User Experience Design for new and existing Web sites and software interfaces, as well as consultation, documentation, and presentation on the general productivity of the client's business processes.

- **Information Design**, including writing editing, and design of technical, marketing, sales, and corporate information (online and print) using Fireworks, Framemaker, Webworks ePublisher, and InDesign; graphic design, including company logos, brand recognition development graphics, and advanced creative design for online, print, and display media (tradeshow booths, banners, posters, promotional items, etc.) using Illustrator, Photoshop, and Paint Shop Pro; video/Audio Production and Photography covering new product and service shoots, existing product and service emphasis, stock photography for Web and print, brand recognition, media coverage, and company profiles using Camtasia, Flash, Illustrator, Photoshop, and Paint Shop Pro.
- **Usability testing** and advanced Information Design of new and existing Web sites, as well as documenting and presenting on the general productivity of business processes and user interaction.
- **Web site design**, including HTML, CSS, and jQuery implementation using Dreamweaver, Illustrator, and Photoshop to provide working design for next stage mockup presentation and final implementation handoff.
- **Interactive media creation**, including movies and music for call waiting, ringtones, presentations, Web, and video delivery using Flash, Premier, Soundbooth, and Digidesign Pro Tools.
- **Presentation** creation, including PowerPoint slides, Flash demos, and other media; overheads, hand-outs, and presentation recording through video and voice; public address system rental, setup, and monitoring; presentation/speech review and coaching.
- **Printing**, including business cards, brochures, booklets, data sheets, price lists, all types of business forms, signs, banners, specialty items (mugs, writing instruments, calculators, calendars, t-shirts, jackets, ball caps, etc.), and custom request work.
- Creating and administering customized **marketing and advertising programs** (print and online - SEO).
- Detailed **research** in user and task analysis for profile development of current and future clients, tailored market, and client goals.
- **Training**, covering Web design, writing, User Experience Design, software, and hardware using Camtasia and Flash.
- Providing **Web site hosting, customer support, and expanded hosting solutions**.

Other Professional Accomplishments: between 1991 – 1997; further details can be provided upon request

- **Genuity**, formerly GTE Internetworking/BBN, Woburn, MA., Senior Information Designer/Usability tester working with Framemaker, Webworks ePublisher, Paint Shop Pro, and Macromedia Homesite as a solo contributor and as collaborator on projects with various teams. Designed, implemented, and maintained the Network Infrastructure/Performance section of Genuity.com, including interactive Flash demonstrations. (1997 – 2003). **Management** of project team members.
- **Dynamic Healthcare Technologies**, Writer/RoboHelp Developer for Client Server technology company, Waltham, MA. (1996 – 1997)
- **New England Journal of Medicine**, Communications/Marketing Editor, Waltham, MA. (1995 -1996)
- **McKay, Fried, and Partners**, Staff Writer/Photographer, Boston, MA. (1995)
- **United States Coast Guard**, Environmental Geology Specialist, Boston, MA. (1991 -1996)

Education

Bentley University, Waltham, MA.

User Experience (UX) - 2010.

Courses: Human Factors in Information Design, User & Task Analysis, Usability Testing, Designing Instructional Media, Designing for the Global Community, Information Architecture, User-Centered Interface Design, Managing a User-Centered Development Process, and Usability Inspection Methods.

Northeastern University, Boston, MA.

B.A. Major – English Literature; Minor – Environmental Geology (graduated, 1996)

GPA: 3.6, graduated Summa Cum Laude, and consistently on Dean's List.

Portfolio, references, and requirements furnished upon request.