

Beth Carey

Senior User Experience Architect

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Web CV: <http://bethcarey.com/cv>

Work Samples: http://bethcarey.com/cv/work_samples

SUMMARY

- 12 years experience architecting and managing product development of in the fields of Web 2.0, video, SaaS, social and creative networking, broadcast, education, mobile, pharmaceutical, and financial services.
- Expert at producing detailed information architecture documents: functional specifications, site maps, wireframes/page schematics, and process flows. (Email me for samples.)
- History of pleasant and effective product team leadership
 - Accustomed to leading and collaborating on generation of MRDs and PRDs, product roadmaps, competitor analyses and product differentiation idea generation
 - Expert at leading team development, iterative launches and meeting deadlines using either agile development methodology or waterfall methodology
 - Happy to mentor junior staff
- Expert use of task tracking using software such as Jira and wiki such as Confluence
- I work very well with developers, configuration and systems people, as well as graphic designers, executives above me, and business stakeholders. I have a history of working well with others, as will be evidenced by my work references.

EDUCATION

- 1998 MFA in Computer Art, School of Visual Arts, New York, NY
- 1988 BA in Liberal Arts, Hampshire College, Amherst, MA

WORK EXPERIENCE

Senior User Experience Architect, Staff April 2009 – Present (October 2010)
Publicis Healthcare International, New York, NY
Lead user experience architect on high profile pharma iPad apps, iPhone apps, websites and custom apps.
Manage a small team of freelance UX/IAs.

Senior User Experience Architect Consultant February 2009 – April 2010
Clients and projects include but are not limited to:

- **Pharma and Medical** - [iMed Studios](#), [Circ.us](#), [G2](#), [Pfizer](#) et al.
- **Financial** - [CapIntro](#), a hedge funds management app start-up, and BMS Financial Services, et al.
- **Mobile** - iPhone apps for a confidential pharma client, [Zain](#) (Saudi Arabia) through [element^n](#)

Senior User Experience Architect Consultant August 2008 - February 2009
element^n, Dubai, United Arab Emirates and New York, NY
Element^n is a leading e-business and enterprise solutions software and consultancy firm with high profile telecom clients throughout the Mid-East and North Africa.

- Led functional specifications (including site maps, page schematics, process flows, etc) for a web-based customer-facing property management application for client [Nakheel](#) that aligned with their Oracle CRM, CFM and Property Manager databases
- Deliverables included detailed functional specifications for property security management, **online** bill paying, customer registration, social networking, and rules for a dynamically served, scalable user experience
- Managed and mentored team of 4 junior and mid-level information architects

Manager, Product Development (focus on User Experience), Staff December 2006 - May 2008
Vidvae (acquired by Vignette), New York, NY

Vidvae made and provided web video B2B SaaS products for transcoding, hosting, streaming and management of web video. I designed UX for and managed development of this suite of software products that was eventually bought by Vignette and absorbed into Vignette's enterprise services.

- Managed development of and wrote functional specifications for the suite of video software that comprised the company's services: transcoder, streamer, API management (Java, PHP and Javascript), a web-based UI admin tool, and analytics and reporting
- Managed and focused a 30-person international development, user interface design and QA team in **agile sprint iterations** in New York, Romania, Brazil, and Beirut
- Established and coached the organization in an **agile development process** which resulted in fast and predictable development cycles and better communication within the company
- Mentored project managers and engineering team leads

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Senior User Experience Consultant
Self-Employed, New York, NY

July 2006 - November 2006

- Clients included: Rokkan.com, massify.com (a **Web 2.0 video-based social and creative networking site**), JDS Pharmaceuticals, Sudler and Hennessey (pharma) and HairPiSalon.com among others

Director of Product Development (focus on User Experience), Staff
Bolt Media, New York, NY

March 2005 - July 2006

*Bolt.com was a large Web 2.0 creative networking site attracting 5.5 million monthly unique users. I started as **Director of Information Architecture** and was quickly promoted to Director of Product Development.*

- Worked closely with executives to define product business requirements and produced comprehensive, detailed development documentation including functional requirements, site maps, process flows, page schematics
- Led and focused 5-10 developers and QA people in **agile, iterative development based on qualitative user research and analytics**
- Maintained excellent rapport with partners and executives, department managers and staff, and mentored select staff
- Worked simultaneously on multiple tasks while dealing with changing priorities; always maintained a strong sense of accountability and ability to meet deadlines

User Experience Manager, Staff
3Bdigital, a division of Bit by Bit, New York, NY

January 2004 - March 2005

3Bdigital provides scalable intranet and web technology solutions to companies with a focus on increasing productivity and enhanced communications with their customers.

- Provided clients with project consultation, management and vision on web sites and web-based data management applications. Clients included United Way and Colombian Coffee Federation among other e-commerce businesses
- Primary client contact and responsible for getting sign-off on project milestones and changes of scope
- Produced information architecture including site maps and page schematics, functional requirements and HTML prototypes
- Collaborated on generation of proposals and pitches for existing and new accounts

User Experience Consultant
New York, NY

2001 - 2004

Schoolnet

Fall 2003

- Quickly learned software for managing public school districts' curricula. Produced functional specifications and supporting IA documentation for an upgrade. Deliverables included site maps, process flows and page schematics

Fuse, (formerly MMUSA), A Cablevision TV Network

January 2002 - October 2002

- As part of a team, created the production system for *Dedicate Live*, a live, synchronized two-screen iTV program. Worked closely with TV producers, broadcast engineers, executives, and back-end data to air programmers
- Co-produced *Dedicate Live*, supervising a team of APs and PAs until the show was easy to produce for non-technical staff

Urban iTV

May 2001 - December 2001

- Created and managed production of *Urban Bedtime Stories*, iTV, two-screen model (web and TV broadcast), proof of concept prototype TV broadcast and webcast; written up in the Guardian.co.uk

Information Architect, Staff
Fusebox, New York, NY

June 1997 - May 2001

Fusebox is a boutique web agency.

Film/TV Production and Editor, Freelance
Self-employed, New York, NY

1988 - 1995

PROGRAMS AND LANGUAGES

- Adobe CS5 - **Illustrator and Fireworks** for IA/UX deliverables - Mac OS preferred
- Windows XP running on Parallels for checking development in IE and editing Visio and MS Project files
- Front end development: basic HTML, DHTML, CSS, javascript, FTP server file updating
- Unix and Linux file management; comfortable on the command line
- Working familiarity with Perl and Java and C
- Microsoft Office: Word, Excel, Project, Powerpoint

WORK SAMPLES

http://bethcarey.com/cv/work_samples - more available upon request.

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