

David Guido

User Experience Designer · Information Architect · Usability Specialist

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OBJECTIVE Analysis, design and implementation of innovative, visually-appealing user interface designs which bridge the chasm between highly sophisticated paradigms and non-technical consumers.

STRENGTHS **Design** ~ Information Architecture (IA); Mobile-First Responsive Design; User Interaction Design; User-Centered Design; User Experience (UX).
Languages & Formats ~ HTML, XHTML & CSS; JavaScript; XML & XSL.

PERSONALITY **Creative** ~ Ability to turn abstract ideas into creative designs and fluid interactions.
Organized ~ Obsessed with organization and detail.
Responsible ~ Proactive; Strength in planning, scheduling and carrying out assigned projects.
Motivated ~ Ability to establish rapport with others; A good team player as well as a leader.

INTERESTS **Usability and Evaluation** ~ Usability Engineering; Usability Testing; Task and User Modeling; Cognitive Models; Psychology of Design; User Studies and Research; Human-Computer Interaction (HCI).
Interfaces, Tools and Architectures ~ Web & Mobile; Scripting; Multi-Media; Emerging Technologies.
Development Issues ~ Requirements and Task Analysis; Prototyping; Standards and Guidelines; Cross Cultural, Social & Political Issues; Global Interfaces.

RELATED EXPERIENCE

2008 ~ *Present* **Creative Director, VP** ~ JPMorgan Chase ~ Irvine, CA
My work at Chase impacts the web and mobile experience of millions of customers every day. I've lead many mobile efforts with forward looking concepts and a complete redesign of chase.com from the ground up. I've managed a group of interaction designers and analysts to many accomplishments while transitioning to an Agile process.

2002 ~ 2008 **AVP Customer Experience** ~ WaMu ~ Irvine, CA
My most notable projects included the participation in a multi-million dollar corporate site redesign and the lead design position for an industry leading online account application, which required no offline process, has won multiple awards and #1 ratings, and has driven over a billion dollars in business.

- 1999 ~ 2002 **Founder & VP, Human Factors** ~ theSupplyChain.com ~ Newport Beach, CA
Primary responsibilities include the identity, UI design, interactivity and usability of the company web site and its web-based products. Managed and coordinated efforts of developers and designers to create over a dozen web sites, countless amounts of marketing materials and a Microsoft .NET compliant web service infrastructure.
- 1997 ~ 2000 **Human Factors Engineer** ~ ObjectAutomation ~ Santa Ana, CA
Responsibilities include the "look and feel" of the control, visualization, history and alarming software suite as well as prototypes for future products. Coordinate design efforts for various product components to ensure overall product design integrity. Complete redesign of the corporate web site (replaced).
- 1996 ~ 1997 **Lead Web & Graphic Designer** ~ Nemicron ~ Irvine, CA
Duties involve Art Direction, Project Management, and Prototyping. Coordinate design efforts for production of 14 interactive CD-Roms and 4 Web Sites.
- 1994 ~ 1996 **Interface Designer & Programmer** ~ Alpha Systems Lab, Inc. ~ Irvine, CA
Security and automation software application design; encompassing the complete Software Life Cycle. User group survey identified at least 60% increase in usability as a result of new interface concepts.
- 1990 ~ 1991 **AutoCAD Engineer** ~ GTEL - GTE ~ Thousand Oaks and Sacramento, CA
Assist GTE in the development of the California Network System (CALNET), a \$109 Million dollar telecommunications infrastructure, creating hundreds of AutoCAD drawings.
- Ongoing* Various freelance jobs for Siemens, Motorola, Aisle411, Ingram Micro, Surrex Consulting, Techniglove, Tee It Up for the Troops, YesterdayLand, and Quest Software (Dell).

EDUCATION

Bachelor of Arts Degree, Computer Science and Graphic Design

California State University, Fullerton

Achieved 3.7 grade average and graduated with honors. Senior project consisted of a fully functional interactive program about my experience with the combination of these two majors, including an interactive resume and portfolio.

Portfolio and references available for review.

www.davidguido.com/resume