

# Bob Nittoli – User Experience Architect

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## Relevant Work Experience

Primary skills include requirements gathering, contextual inquiry and task analysis, personas, information architecture, process flows, wireframing, heuristic analysis, usability testing, and user interface specifications. All listed jobs utilized this core group of skills.

June 2009 – Present

### **Freelance Information Architect / User Experience Consultant**

Clients: Publicis Modem, Citibank, LG, General Mills, Intuit

March 2007-June 2009

### **TandemSeven – Senior User Experience Architect**

- Designing rich internet applications for internal and customer facing sites.
- Recent clients include Bear Stearns, Merrill Lynch, and JPMorganChase.
- Also active on internal company project focused on methodology standardization

May 2003 – March 2007

### **IBM, User Centered Design Practitioner**

- Involved with the design and/or evaluation of various IBM Intranet productivity tools, BluePages, and Passport Advantage suite of reseller tools.

Aug 2000 – April 2002

### **RadixOne, Usability Engineer Principal and Consultant**

- Responsible for UX portions of SOW, service offerings, and lead practitioner
- Designed Merck Veterinary Manual (<http://www.merckvetmanual.com/mvm/index.jsp>)

Sep 1999 – Aug 2000

### **ELink Commerce, Consultant/Lead Usability Engineer.**

May 1996 – Dec 1999

### **Earthlink Networks, Usability Engineer, Consultant.**

Sep 1994 - Apr 1996

### **Lexis-Nexis, Usability Engineer, Intern**

## Education

1995 MS Human Factors Psychology. Wright State University, Dayton, OH.

- Areas of Study: Human-Computer Interaction, Display Design, Task Analysis, Statistics

1991 BA Psychology. SUNY @ Plattsburgh, Plattsburgh, NY.

## Special Skills

- Wireframing tools: Axure, Visio, InDesign, Photoshop, Paper-Pencil Techniques
- Experienced with naturalistic observation, structured interviews, surveys, videotaping, and formal and remote usability testing

**References:** Available upon request