

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:

- McGarryBowen: J.P. Morgan, Chase – User flows and Wireframes for corporate homepage refresh, Facebook apps (American Giving Awards, Greenback Yourself), Chase Mortgage pitch, and Chase Marriott Rewards Card website refresh.
- DraftFCB: Eucerin – Sitemaps and Annotated wireframes for Eucerin website redesign. Worked closely with visual designers and development to maintain user experience.
- DraftFCB: Pharma – Sitemaps and annotated wireframes for several pharma projects including Teachflualesson.com, Potiga (GSK), and Strattera (Lilly).
- Intuit: Mint.com – Updated IA and new wireframe templates for their external facing marketing site to simplify user experience and increase registration. Utilized findings from usability testing and heuristic analysis to guide redesign efforts.
- G2: Adobe – Annotated wireframes for Adobe Photoshop Trial Download experience matching targeted video tutorials to self-selected needs. Pilot program to increase conversions.
- Publicis Modem: Citibank – Heuristic Analysis and redesign of citimortgage.com Homeowner Assistance & Mortgage application process. Developed new user flows and annotated wireframes to communicate designs to client along with creative and development teams.
- Publicis Modem: General Mills – High-level user flows, sitemap, and annotated wireframes for Cheerios “Love Your Heart Campaign.” Part of larger TV and social media strategy targeting active baby boomers. (www.cheerios.com/love)
- Publicis Modem: LG – Update of current LG site to include B2B product catalogs and educational content. Conducted stakeholder interviews, requirements gathering, sitemap, and wireframes. Also assisted in content strategy.

March 2007-June 2009

TandemSeven – Senior User Experience Architect

- Consultant billed out to financial clients designing rich internet applications (RIA) for internal and customer facing sites.

- Bear Stearns: Redesign of account opening application. Conducted stakeholder and client interviews to assess current systems. Designed process flows and wireframes in Visio. Designed and conducted usability testing using a paper “finger click” method.
- Merrill Lynch – Discovery phase project involved stakeholder and user interviews to assess current research portal for possible redesign. Also wrote personas and conducted a competitive analysis of web front-ends.
- JPMC – Redesign of Treasury Services payment transfer application. Full cycle effort consisting of requirements review, contextual inquiries, flows & wireframes, usability testing and authoring detailed UI specification. All wireframing done in Axure.
- Active in ongoing internal company project focused on collecting and driving standardization of deliverable formats.

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.
- Performed requirements gathering activities and user profile analysis through the use of structured interviews and surveys.
- Authored Use Case documents detailing user interaction workflows.
- Creation of wire-frame and high fidelity UI mockups according to requirements and IBM design standards (samples available upon request).
- Identified and corrected usability issues through heuristic analysis, cognitive walkthroughs, and usability test evaluations.
- Contributed techniques to UCD work product templates that streamlined and standardized the deliverable creation process.

Sep 2001 – April 2002

Usability Engineer Consultant to RadixOne

Merck Veterinary Manual Online

- Gathered client and user requirements through work sessions and structured interviews
- Translation of requirements to UI specifications
- Design of wire-frame conceptual prototypes
- <http://www.merckvetmanual.com/>

MedImpact Call Center

- Workflow task analysis of key job components, departmental interactions, and technologies.
- Identified and documented areas of inefficiency and potentials for improvement.
- Assisted in development of strategic plan for eventual call center relocation.

Aug 2000 – Sep 2001

RadixOne, Usability Engineer Principal

- Conducted requirements gathering interviews with clients and wrote SOW
- Served as UI designer/Information Architect. Conducted Heuristic Analysis, developed workflow paper prototypes, and assisted visual designer with functional designs.
- Managed the on-site usability lab including streamlining testing process, developing test templates, and scheduling participants, and conducting tests and analysis

Sep 1999 – Aug 2000

ELink Commerce, Consultant / Lead Usability Engineer.

- Conducted extensive user interviews and task analysis to understand the petroleum logistical supply chain management process from the perspective of refineries, vessels, pipelines, docking, and inspection services.
- Helped re-engineer paper and pencil process to utilize an automated scheduling and asset management system based on internet technology and shared database access.
- Created a common interface framework for all users of the system and created prototypes for Java application and HTML-based interfaces. Early design concepts were crucial for communicating vision to board of directors, the petroleum industry, and financial investors.
- Conducted usability testing using paper and functional prototypes that were highly productive in discovering errors of understanding and missing features.

May 1996 – Dec 1999

Xerox Corporation, Human Factors Engineer.

- Responsible for UI Design, prototyping, and usability testing of Window's based GUI's and physical interfaces for production and mid-range printer systems.
- Conducted site visits with Xerox customers to understand product field usage..
- Lead Usability Engineer for Digipath suite of document management software.

September 1998

Earthlink Networks, Usability Engineer, Consultant.

- Conducted Usability Heuristic Analysis for the Total Access 2.0 software for Windows and Macintosh systems.
- Presented written analysis and suggested improvements to the development team.
- Feedback from project leader indicated that outside professional opinion helped push through some much needed improvements that had stalled.

Sep 1994 - Apr 1996

Lexis-Nexis, Usability Engineer

- Responsible for UI design, Prototyping, and Usability Testing of Command-line, Windows, and Web based search interfaces to the legal and news database.
- Created company intranet style guide

Education

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

- Areas of Study: Human-Computer Interaction, Display Design
- TA for general psychology, psychology methods, and perceptual psychology

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

Special Skills

- Proficiency with Windows & Mac Operating Systems, Internet Applications, and MS Office Suites
- Wireframing tools: Axure, Visio, Omnigraffle, Mockflow, Photoshop, Paper-Pencil Techniques. Experienced with naturalistic observation, structured interviews, surveys, videotaping, and a variety of usability testing methods.

References: Available upon request