

J i m B e n o User Experience Architect, Team Lead, Researcher

408.569.6892 | jim@jimbeno.net | www.jimbeno.net

## o b j e c t i v e s

To lead the design and development of innovative products and user interfaces in a team environment that fosters creativity, and provides opportunities for growth and development.

To further the field of human factors and human-computer interaction through research and publications.

## w o r k e x p e r i e n c e

User Experience Team Lead, Cisco University 12/05 - Today  
Cisco Systems, Inc., San Jose, CA www.cisco.com

- \* Collaborated with business stakeholders, process owners and IT to understand business objectives, requirements, timelines, constraints
- \* Defined long-term user-experience vision, strategy and plan through a collaborative process, aligned with Intranet Strategy
- \* Managed user experience team resources to ensure business objectives are accomplished on time
- \* Provided direction and guidance to User Experience Architects to ensure alignment with Cisco University vision and Intranet Strategy
- \* Reviewed and approved deliverables produced during user research, design and usability testing, providing critical feedback
- \* Designed and documented the framework for Cisco University, including the conceptual model, interaction model, site structure, and services

User Experience Architect, Intranet Strategy 04/03 - Today  
Cisco Systems, Inc., San Jose, CA www.cisco.com

- \* Applied user-centered design to multiple projects, including Intranet Navigation, MyLinks, Manager Portal, Directory, Cisco University
- \* Collaborated with business stakeholders, process owners and IT to understand business objectives, requirements, timelines, constraints
- \* Conducted research to identify user needs and behaviors, using surveys, interviews, contextual inquiry/observations, and focus groups
- \* Designed and documented the user experience with personas, scenarios, storyboards, task flows, paper prototypes, and wireframe schematics
- \* Validated usability of design by conducting usability tests, reports

Interaction Designer 03/02 - 04/03  
Opware, Inc., Sunnyvale, CA www.opware.com

- \* Defined the user interaction and user interface for the Opware Command Center, a web-based application for automating IT operations.
- \* Projects included remote unattended server provisioning, distributed script execution, configuration tracking, and service monitoring.
- \* Researched users and redesigned the application to match the user's mental model.
- \* Performed user interviews, contextual observations, task analysis, persona development, and competitive analysis.
- \* Created task scenarios, use cases, storyboards, wireframes, prototypes, visual design mockups, and style guides.

Senior Producer  
Loudcloud, Inc., Sunnyvale, CA

01/00 - 03/02  
www.loudcloud.com

- \* As an early hire web/technical producer, took the web site through two redesigns and deployed a high-availability architecture.
- \* Implemented a content management system, created a web production and code/content push process, and trained employees.
- \* Developed lead acquisition forms in Java/JSP and managed Salesforce.com and Shareholder.com integration.
- \* Served as team lead for other producers and developers working on the web site. Managed projects and guided development of site content.
- \* As product manager, defined and managed the development of the eServices Directory portal and the Microsite lead-acquisition platform.

Web Guru / Creative Force  
Oblix, Inc., Cupertino, CA

08/96 - 01/00  
www.oblix.com

- \* As first full-time hire by the 3 founders, took the startup from 5 to 120 employees and through three rounds of KPCB funding.
- \* Lead designer and developer of the corporate web site, taking the site through three design iterations and managing contract help.
- \* Designed the logo and corporate identity, and executed identity online and through collateral, signage, and trade show graphics.
- \* Designed web-based user interface for a suite of intranet/extranet applications, working with engineers and other designers as needed.
- \* Performed a variety of other tasks valuable to a start-up, including: business plan writing, press releases & PR, composition and design, event management, online help, documentation, advertising, marketing.

Web Design & Development  
Various Companies (Contract)

09/95 - 03/02

Webmaster & Server Administrator  
BEC Net, Lansdale, PA

05/96 - 08/96

Staff Writer / Database Reporter  
The Reporter (A Gannett Newspaper), Lansdale, PA

08/94 - 08/96

Composition & Design Staff  
The Mainliner News, Ardmore, PA

12/93 - 05/94

Online Editor / News Editor  
The Temple Column (Temple University), Ambler, PA

08/93 - 12/95

## s k i l l s   &   e x p e r t i s e

### User-Centered Design

- \* User Research - Interviews, contextual inquiry, task analysis
- \* Interaction Design - Personas, scenarios, storyboards, wireframes
- \* Visual Design - Mockups, prototypes, style guides
- \* Tools - Illustrator, InDesign, Photoshop, Acrobat, Macromedia Studio

### Web Production & Operations

- \* Site Architecture - Hardware, networking, and software installation
- \* Server Software - Apache, iPlanet, Netscape, IIS, Tomcat, WebLogic
- \* Content Management - Interwoven TeamSite, Macromedia Sitespring
- \* HTML Production - HTML/DHTML, CSS, Dreamweaver, HomeSite

- \* Coding - Basic JavaScript, JSP/Java, PHP, Perl, Cold Fusion, SQL
- \* Operations - SSH, Telnet, FTP, basic shell scripts and server admin

#### Project Management & Leadership

- \* Process - DMAIC, web production, software development
- \* Product Management - Customer requirements analysis and definition
- \* Project Management - Resource allocation, scheduling, MS Project
- \* Leadership - Team leadership and mentoring

#### Communication

- \* Journalism - Investigative reporting, data analysis, news writing
- \* Photography - Photojournalism, creative, film/print processing
- \* Writing - Technical and creative writing, marketing, public relations
- \* Editing - Content, copy-editing, AP style, editorials, page layout

#### p r o f e s s i o n a l   a c t i v i t i e s

Co-Chair, HFES 50th Annual Meeting Student Host Committee      02/06 - Today  
 Human Factors & Ergonomics Society (HFES)      www.hfes.org

- \* Drove conference planning, formed and staffed subcommittees, created online "wiki" web site to enable communication and collaboration.

President, HFES San Jose State University Student Chapter      05/05 - 05/06  
 Human Factors & Ergonomics Society (HFES)      www.sjsuhfes.org

- \* Lead the student chapter, created Student Ergonomics Booth for National Ergonomics Month outreach, and oversaw regular operations: newsletter publications, web site updates, speakers and tours, social events.

Chair, HFES SJSU Student Chapter Program Committee      05/04 - 05/05  
 Human Factors & Ergonomics Society (HFES)      www.sjsuhfes.org

- \* Created the "HF/E Student Connection" newsletter, and published multiple issues to assist students and develop a student community.

Member, Association for Computing Machinery (ACM)      05/01 - Today

- \* Member of ACM, SIGCHI, and BayCHI

#### p u b l i c a t i o n s

"Unifying the Cisco Intranet Through Hierarchical Navigation"      04/05  
 ACM Publications, CHI 2005 Design Expo      www.chi2005.org

- \* Primary author of case study and major contributor to project design.

"Inside Sitespring"      08/01 - 06/02  
 New Riders Publishing, Indianapolis, IN      www.newriders.com

- \* Lead author of a 700-page technical book on Macromedia Sitespring, a web-based project management tool for web development and production.

#### e d u c a t i o n

Master's Degree in Human Factors and Ergonomics  
San Jose State University, San Jose, CA

01/04 - Today  
[www.sjsu.edu](http://www.sjsu.edu)

\* Pursuing graduate degree (GPA of 3.914), thesis research in progress.

Interaction Design Tutorials  
Adaptive Path

06/02  
[www.adaptivepath.com](http://www.adaptivepath.com)

\* Tutorials on interaction design by Jeffrey Veen.

Web/Internet Systems Engineering Certificate  
UCSC Extension, Cupertino, CA

10/99 - 05/01  
[www.ucsc-extension.edu](http://www.ucsc-extension.edu)

\* Network architecture, protocols, security, web servers, application servers, databases, enterprise applications, systems integration.

Journalism Major  
Temple University, Philadelphia, PA

08/93 - 12/95  
[www.temple.edu](http://www.temple.edu)

\* Graduated cum-laude with a BA in Journalism, News-Editorial sequence.

Molecular & Cellular Biology Major  
Penn State University, Abington, PA

09/91 - 05/93  
[www.psu.edu](http://www.psu.edu)

\* Majored in Molecular & Cellular Biology and English.  
\* Independent study on Exo-Technology and the Archaic Revival, exploring the emergence of new technology with rebirths of alternative religions.

## r e f e r e n c e s

Available upon request.