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| Jeremy Leeds | jermleeds@gmail.com |
| **http://www.jeremyleeds.net/** | 415-260-1294 |
| **https://www.linkedin.com/in/jeremy-leeds/** | 964 54th Street, Oakland CA 94608 |

**OBJECTIVE:** To apply my skills and experience in User Experience toward the development of innovative and compelling digital products, including web, mobile web, tablet, and mobile applications.

**CORE SKILLS:** User Experience, Information Architecture, Digital Product Management, Interaction Design, Content Strategy, Business Strategy, Functional Requirements gathering and definition

**EXPERIENCE:**

**Senior Interaction Designer, Wells Fargo, Digital Experience Division (DXD) July 2016 – May 2017**

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| **Responsibilities:** | Interaction Design, User Experience Design, Information Architecture, Content Strategy, Prototype Development |
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| **Key Projects:** | • Spanish Language logged-in customer banking Experience Design and Prototype Development  • GRS Express Send Foreign Exchange estimator tool Redesign and Responsive Strategy  • Social Search: UX for Integration of UGC content from Wells Fargo Community into search results  • Personal & Small Business Customer Service page experience Redesign  • Wells Fargo Digital Products Landing Pages experience Redesign and Content Strategy |

**Senior User Experience Architect & Ecosystem Producer, Leapfrog Enterprises, Inc. Apr 2012 – April 2016**

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| **Responsibilities:** | User Experience Design, Usability Testing, Information Architecture, Interaction Design, Content Strategy, Prototyping, Digital Product Management, |
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| **Key Projects:** | • Android Kid-safe Browser App: Designed UI for kid-safe browser and associated parent controls. UX for parent controls allowing flexible management of child-facing content and customized parent whitelisting of web content.  • Created Mobile Adaptive/Responsive CMS component library: Designed extensive set of components for the Adobe CQ CMS with adaptive and responsive behaviors to enable efficient publishing across desktop, tablet and mobile devices. Components include: column, carousel, banner, paragraph, accordion, video, docking navigation, popup, slideshow, etc.  • Developed UX for mobile-optimized leapfrog.com, including catalog, PDPs, checkout flow, navigation.  • LeapBand Fitness Monitor dashboard & connection software set up flow, introductory coachmark sequence, user registration, Activity Dashboard and device controls.  • Developed test protocols, scripts and prototypes specification for usability lab tests of catalog way finding and filter mechanisms, and catalog, PDP and Quickview interaction designs. Built clickable prototypes using Axure. Compiled and interpreted findings and developed recommendations.  • Mobile-optimized MyPals toy set up site: mobile site for personalization of electronic toy, utilizing delivery of data and MP3 audio files via analog output on mobile device headphone jack. Includes registration sequence, contextual help, management of device audio profiles.  • Android-based Tablet UI: Parent device controls.  • Developed UX and Content Strategy for improvements to leapfrog.com store: simplifying product-finding interfaces, optimizing and prioritizing user actions to improve conversions from PDPs, new site-wide megamenu-based navigation system, including context-sensitive secondary and tertiary navigation tiers  • Designed overhaul of Support Section, with improved task based navigation  • Conducted series of A/B tests of potential interface improvements across various leapfrog.com sections, generating metrics used to make quantitatively informed decisions |

**User Experience and Content Strategist, MRM San Francisco Jan – Apr 2012**

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| **Client: Intel** | Intel in Education Content Platform Transition |
| **Responsibilities:** | Content Strategy, User Experience |
| **Description:** | Mapped the transition of hundreds of pages, PDFs and video assets of content regarding Intel’s role in Education, to Intel’s new Re-Imagine platform. Re-organized and optimized content to improve user experience, and content accessibility. Identified optimized collections of content to feature, and identified old content at EOL to be archived. Created User Experience Strategy documents, sitemaps and wireframes. |

**Project Director, Evolution Bureau Nov 2010 - Dec 2011**

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| Client: **Clorox** | Facebook embedded microsite, Facebook flash game, Mobile Applications |
| **Responsibilities:** | Functional Requirements, Workflows, Wireframes Interaction Design |
| **Description:** | Redesigned Facebook tab for Glad containing embedded microsite and associated CMS, FB application for social engagement, TrashSmart mobile appl to encourage recycling and support Clorox’s green initiatives, and SpoilerAlert mobile app to manage stored food promoting Glad food storage products, Flash-based casual game supporting Glad’s philanthropic campaigns, Flash-based interactive social engagement interactive applications for Tilex, & Liquid Plumr. |

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| Client: **Camelbak** | Camelbak.com – Sitecore-based catalog and brand site |
| **Responsibilities:** | Functional Requirements, Content Strategy, System Architecture, Workflows, Wireframes, Interaction Design |
| **Description:** | Catalog site based on Sitecore CMS. Rich product display, robust product filtering and comparison features, delivery of localized content based on geolocation, integration of video content, parallel versions of site for civilian and military audience, Facebook integration, etc. |

**Interactive Project Manager, Teak Motion Visuals Jan - Nov 2010**

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| Client: **Google** | Google Mobile YouTube Brand Channel & Flash/Papervision 3D app |
| **Responsibilities:** | Interaction Design, Content Strategy, Project Management |
| **Description:** | YouTube Brand Channel page and custom Flash gadget to promote Google’s Mobile software products for Android, iOS, and Blackberry. Flash application features immersive 3D interface developed in Papervision and Flash. |

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| Client: **Logitech** | Logitech Holiday Karaoke Facebook Application |
| **Responsibilities:** | Functional Requirements, Workflows, Wireframes, Interaction Design |
| **Description:** | Facebook application promoting Logitech’s web camera products, featuring user-generated videos of users performing Christmas carols. App provides an online video-karaoke experience, capturing performances through users’ web cameras. |

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| Client: **Google** | Google Search StoriesYouTube Brand Channel |
| **Responsibilities:** | System Architecture, Functional Requirements, Workflows, Wireframes, Interaction Design |
| **Description:** | CustomYouTube Brand Channel page and custom Flash application in support of Google’s ‘Search Stories’ campaign and Superbowl ad. |

**Senior Interactive Producer/Information Architect, Loomis Group Nov 2008 – Jan 2010**

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| Client: **Ferrari** | Ferrari Challenge website; series registration and payment, messaging app |
| **Responsibilities:** | Functional Requirements, Workflows, Wireframes, Project Management |
| **Description:** | Website for the Ferrari F430 North American Race series. Online registration and payment, robust administrative tools and email messaging platform with campaign scheduling, template autoformatting, |

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| Client: **Truth On Call** | Physician Survey service with SMS delivery |
| **Responsibilities:** | User Experience, Functional Requirements, Workflows, Wireframes, Project Management |
| **Description:** | Service allowing clients in the pharma, insurance, medical device, and healthcare delivery industries to easily create, and send SMS –delivered surveys to a wide network of qualified physicians. Survey creation tools enabled conditional survey question trees, and robust and granular test subject group recruiting functionality |

**Project Manager: www. rockportcapital.com Jun - Sep 2008**

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| Client: **Rockport Capital** | Marketing communications web site and CMS for venture capital firm |
| **Responsibilities:** | Project Management, Information Architecture |
| **Description:** | Wordpress-based marketing communications web site with robust Content Management System. Site has rich, interactive interface, including fades, reveals, scrolling. |

**Interactive Producer, Mekanism Sep 2007-May 2008**

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| Client: **Pepsi/Tostitos** | NOLAF.org flash video content-driven interactive experience |
| **Responsibilities:** | Project management, vendor management, technical specifications, QA, bug tracking and resolution handoff documentation, analytics strategy and reporting. |
| **Description:** | Full screen flash video microsite promoting Tostitos, showing extensive comedic footage about a fictitious institute called NOLAF. Site included viral mechanisms to enable users to deliver customizable composited video gags to friends. |

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| Client: **Harmonix /EA** | Rockband Flash Video Microsite and Drupal-based Social Network |
| **Responsibilities:** | Project management, vendor management, content strategy, technical specifications, QA, bug tracking and resolution handoff documentation, analytics strategy and reporting. |
| **Description:** | Full screen flash video microsite showing in-game footage, with multiple asset classes delivered to user on the basis of framerate detection, all content abstracted to external XML Drupal-based marketing and community site, with user accounts tied to networked gameplay on Xbox360 and PS3. Features include leaderboards, user profile pages, etc. |

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| Client: **Pepsi/Arnell Gr** | Flash micro site supporting Sobe Lifewater Superbowl Ad |
| **Responsibilities:** | Project management, vendor management, technical specifications, QA, bug tracking and resolution, handoff documentation, analytics strategy and reporting. |
| **Description:** | Immersive Flash experience site supporting Superbowl ad for Sobe Lifewater. Parallaxing world with hot-spot navigation to stop-motion animated films. |

**Interactive Producer, Attik Jan. 2007-Sep. 2007**

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| Client: **Boost Mobile** | Boost Mobile Flash Wallpaper Generator |
| **Responsibilities:** | User Experience, Project management, , technical specifications, bug tracking and resolution, handoff documentation, analytics strategy and reporting. |
| **Description:** | Directed information architecture, managed project schedule and budget, oversaw vendors and offshore developers, conducted regular client meetings, managed asset production, created and implemented QA procedures |

**Project Manager, Landor and Associates Mar - Aug 2006**

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| Client: **Juicy Couture** | Flash-based Branding website & lookbook |
| **Responsibilities:** | User Experience, Project & Account management, technical specifications, bug tracking and resolution, handoff documentation, analytics strategy and reporting. |
| **Description:** | Managed project schedule and budget, creative and technical teams, maintained client account. |

**Sr. Project Manager, Fluid, Inc. Jun 2004 - Mar 2006**

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| **Responsibilities:** | • Created and maintained project schedules in MS Project, tracking tasks, milestones, deliverables, and dependencies, used schedules to track progress against project budgets, maintained financial tracking database  • Managed teams of employees and contractors, including programmers, coders, engineers, designers and writers  • Communicated and negotiated budgets with clients, transmitted client feedback to project team, managed client approval and signoff process |

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| Client: **AirTreks** | Tripplanner Flash Air Travel Planner |
| **Responsibilities:** | Project management, technical specifications, bug tracking and resolution, handoff documentation, analytics strategy and reporting. |
| **Description:** | Flash-based Rich Internet Application Interface for planning international multi-stop air travel journeys. Returns realtime pricing estimates to user through web-services, lead generation for sales force follow up. |

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| Client: **Charles Schwab** | AboutSchwab.com |
| **Responsibilities:** | Content strategy, project & account management, technical specifications, bug tracking and resolution, handoff documentation, analytics strategy and reporting. |
| **Description:** | Corporate communications website, providing information and functionality to investors, the press and public relations firms, and job candidates. Integration of 3rd party services for user subscriptions for alerts and reporting, SEC compliance publications, and Careers. |

**Founder, Partner and Programmer, Gargoyle Webdesign Jan 1998 - Apr 2004**

Designed and developed large scale, complex, database-driven web applications, typically including: user accounts: registration and login, cookie-based user recognition and user-specific content delivery, robust content and account management and database admin tools, automated marketing email.

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| **Responsibilities:** | User Experience:  • Designed User Interfaces and web sites  • Produced Information Architecture and Functional Requirements documents  • Conducted needs assessments in complex situations involving clients, partners, vendors and customers.  • Authored and produced multimedia animations, including banner ads and Flash movies  • Designed and developed large scale, complex, database-driven web applications, typically including: user accounts: registration and login, cookie-based user recognition and user-specific content delivery, robust content and account management and database admin tools, automated marketing email.  • Conducted needs assessments involving clients, partners, vendors and customers.  Project Management:  • Supervised multiple vendors, including ISPs, programmers, designers, artists, copywriters, editors, photographers. Conducted meetings and conference calls  • Served as client liaison: managed client approval and signoff process  • Developed, managed and tracked budgets, produced and managed project  • Conducted and managed systematic QA procedures including cross-platform, cross-browser testing prior to site launch. Tracked response and resolution of reported bugs |
| **Clients:** | Toshiba, thetouroperator.com, Sony, Oracle, Ask Jeeves, Selectica, Emindhealth.com, Kodak |

**EDUCATION:**

**Bachelor of Science in Geology, Boston University Jan 1991**