

BRIAN MALONEY
Senior User Interface & User Experience Designer
Illustrator, Writer & Graphic Designer

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1902 West 30th Street
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EDUCATION

Bachelor of Fine Arts Degree - University of Texas at Austin, August 1995

PROFESSIONAL EXPERIENCE

Llesiant Senior User Interface & User Experience Designer.....August 2007 - Present

- User interface and user experience design and development for a web-based application in the search engine marketplace
- As the liaison between customers, Development, Product Marketing and Sales/Business Development, I am responsible for the alignment of strategic goals surrounding usability, product innovation, emerging trends and the continuing analysis of the competitive landscape
- Work closely with the CTO and CMO to conceptualize, define and design product road map, modules and features
- Application development and rapid prototyping via (X)HTML, JavaScript and CSS
- Cross-browser development to support IE6, IE7, Firefox 1.5+, Safari 3 (Mac & PC) and Opera 9+
- Creation and documentation of user interface standards, screen flow and product requirements

Pluck Professional Services & User Experience Engineer.....March 2007 - August 2007

- Responsible for custom designed web-based software implementations via object-oriented JavaScript/AJAX API and cross-browser CSS
- Daily management of the technical relationship for major publishing accounts including USA Today, The San Francisco Chronicle and the Canadian Broadcasting Corporation
- Problem solving skills cover range of activities from user experience design to debugging client source code and resolving high pressure, time sensitive issues in live production environments
- Regularly deploy code base to hardware at data center, test, and troubleshoot
- Assist Engagement Managers and Sales team by providing technical support, application interface prototypes and presentation materials
- Software-based training responsibilities include presentation, writing, documentation and design of customer-facing collateral

Pointserve Senior User Interface & User Experience Designer.....August 2006 - March 2007

- Responsible for the user interface design, usability design and rapid prototype development of a web-based software application for the service industry
- Programmed cross-browser HTML, CSS, and JavaScript in a version controlled Java/JSP environment
- Regularly visited customer sites with Professional Services team to gather software requirements, observe and interview users in their working environment and introduce paper prototypes for the purposes of capturing high level screen flow and product features
- Created and maintained the web-based user interface documentation system
- Illustrated comprehensive suite of icons for use across web-based and desktop applications, marketing collateral, motion graphics pieces and internal-facing documents
- Marketing responsibilities included presentation design, collateral design, illustration, corporate identity / brand visuals management and corporate communications writing

IdentiPHI / Key Ovation User Experience & Marketing Manager.....December 2005 - August 2006

- Managed usability initiatives, design improvements, screen flow architecture and branding requirements of Enterprise Security Software products
- Created comprehensive IdentiPHI corporate identity package including logo redesign, paper system, collateral template, and software brand
- Writing responsibilities covered all aspects of corporate communications including marketing collateral, company and joint-partner press releases, internal documents, e-mail campaign content, newsletter and web copy

Continued from IdentiPHI / Key Ovation

- Managed relationship with outsourced PR firm that introduced software product to industry analysts, security related media, and B2B audience; ergonomic consumer goods to product reviewers and on-line publications
- Invented, designed and illustrated security-based corporate narrative for cohesive messaging across software, packaging, corporate identity, marketing collateral, advertising, web, motion graphics and trade show presence
- Created advertising campaign for print and web delivery – managed logistics and budget to cover Government, Financial Industry, and Security Sector exposure
- Responsible for complete trade show presence including booth design, marketing collateral, advertising, direct mail, and logistics
- Designed, programmed and wrote targeted e-mail campaigns for security related consumer goods
- Designed and produced retail packaging for the Key Ovation Ergonomic Apple Keyboard – sold nationally in Apple stores

SmartSwing Senior User Interface & Web Designer May 2003 - September 2005

- Responsible for user interface design, usability design, screen flow architecture and branding of SmartSwing software application
- Developed and designed HTML/CSS/JavaScript/Flash prototype applications for both the standard SmartSwing application and the SmartSwing putter application
- Responsible for design, programming, and maintenance of corporate web site and customer facing online store. This involved integration of e-commerce systems and all third party applications including e-mail campaign management, affiliate manager, and coupon transaction component
- Successfully implemented a full e-commerce system using both Netsuite and Miva Merchant. Extensive knowledge of Netsuite and Miva Merchant APIs including advanced customization for seamless integration with SmartSwing's corporate web site
- Designed and produced all corporate identity artwork including logo, letterhead, business cards, envelopes, folders, and other printed collateral
- Created all graphic and print design including marketing slicks, product brochures, trade show media, direct mail pieces, investor presentations, apparel, posters, banners, packaging and signage
- Responsible for all product illustration including patent artwork, hardware UI, and golf club artwork
- Created motion graphics pieces for delivery across broadcast, DVD/CD, and web platforms
- Responsible for design and construction of all point of purchase displays including large retail unit and counter stands
- Responsible for various elements of marketing, branding and advertising efforts including campaign strategies, tag lines, copy direction, and print and e-mail advertisements
- Created company name: SmartSwing; Created company newsletter name: *Chip In* (reference to conversation, golf and high tech)

Colabranet Senior User Interface Designer December 2000 - May 2003

- Designed major application modules and co-designed overall interface of a web-based application for the electronic components industry
- Application modules included a complete workflow system for multiple stage and status requests (request for quote, request for sample, request for design win), a drag & drop UI for opportunity creation (sales leads and wins), and multiple workflow wizards (account creation, company registration, production location and more)
- Responsible for design of back office component including sales dashboard module, ship & debit module, invoice/POS tracking module, commission reconciliation module, and others
- Programming responsibilities included implementation of front-end HTML, JavaScript, and CSS in a Java/JSP environment
- Led graphical prototyping and design review sessions for coworkers and customers
- Created corporate identity and paper system including logo, letterhead, business cards, folders, and more
- Responsible for graphic design and illustration of investor presentation for company funding efforts

FG Squared Senior Designer, Illustrator & Motion Graphics Artist March 1998 - December 2000

- Produced motion graphics for projects ranging from marketing CDs to trade show videos and web delivered movies
- Web design for corporate and consumer-based sites
- Interface design for CD-based and CD browser-based media
- Illustration and information design for corporate concept graphics; Lead story board artist

SKILL SETS

DESIGN & DEVELOPMENT

User Interface & User Experience Design (11 years)
Web-based Application Design & Development (8 years)
Web Design & Development (10 years)
(X)HTML, CSS and JavaScript (10 years)
AJAX Techniques & CSS-based Layout (5 years)
Cross-browser Development: IE4-7; Firefox; Safari; Opera; Netscape (10 years)
Web Standards-based Design & Development (3 years)
Application Prototyping (6 years)
User Interviews, User Profile Creation & User Testing (8 years)
Requirements Gathering & Documentation (8 years)
Screen Flow, IA & UI/UX Process Documentation (8 years)
Conceptual Model Development & Strategy (6 years)
E-commerce Design & Integration (3 years)
Marketing & Positioning Strategy for Consumer Products (3 years)
Marketing & Positioning Strategy for B2B Software (3 years)
Graphic Design (13 years)
Corporate Identity Design (11 years)
Digital Illustration (13 years)
Commercial & Offset Press Experience (10 years)
Motion Graphics & Animation (10 years)
Story Boarding (10 years)
Traditional Illustration (16 years)

WRITING EXPERIENCE

Samples available upon request

Marketing Copy
Brand Messaging
Press Releases
Corporate Communications
Web Content
E-mail Newsletter Content
User Interface Language
User Interface Documentation
User Profiles & User Testing Scenarios
Requirements Documentation
Technical Help System Content

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premiere
3D Studio Max
Homesite & Dreamweaver
Visual Studio 2005/2008
Version Control: CVS, SVN, VSS

AWARDS & HONORS

MEDIA

Austin PowerForum Animation

Bronze 2002 Telly Award
Animation & Use of Graphics

Silver 2001 Omni Intermedia Award
Graphics & Animation

Vignette Showcase

Bronze 2001 Telly Award
Use of Graphics

2001 Texas Interactive Media Achievement Award
Notable Achievement in Marketing/Sales

Canon FPA 5000 ES2 CD-ROM

Gold 1998 New Media Invision Award
Creative and Technical

PATENTS

As a member of the original six person team at SmartSwing, I am listed as co-inventor on the following patents:

Method and System for Golf Swing Analysis and Training

Method and System for Accurately Measuring and Modeling a Sports Instrument Swinging Motion

Method and System for Calibrating Sports Implement Inertial Motion Sensing Signals