

Edward C. Garaña

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PROFESSIONAL SUMMARY

An accomplished user experience and creative design manager with 16 years experience focusing on web design & development, user experience, interaction design, product & brand strategy, project management, and online marketing. I am highly creative with excellent collaborative interpersonal skills and a dynamic team player with well-developed communication abilities.

EMPLOYMENT HISTORY

Adometry, Inc.

UX Architect

06/2012 – present

- Responsible for designing and developing the next generation of Adometry Attribute and Adometry Click Forensics product experiences.
- Lead the effort to establish a new user experience paradigm that was based on current web standards, industry best practices, and focused on designing a product with the end user's goals in mind.
- Introduced the concept of reusable UI pattern libraries to the Product and Engineering teams in an effort to create a consistent user experience across our applications and to increase product development throughput.
- Developed the first design and user experience application style guide for the Attribute and Click Forensics products and ensured proper application of these guidelines.
- Introduced and established the concept of a User Centered Design process in order to develop a consistent feedback loop with end-users and client advocates.
- Responsible for the design of all wireframes, mockups, product workflows, visual designs and graphical assets for the Adometry product suite.
- Provided oversight and guidance to a small team of product and design contractors.

MyEdu Corporation

Creative Director

09/2011 – 06/2012

- Established and developed a full service User Experience Design team to satisfy the needs of Product, Marketing, and Advertising initiatives.
- Developed and managed overall creative design and user experience direction for all MyEdu product lines.
- Provided guidance to teams on the consistent application of design and UX strategy in regards to web and mobile application design.
- Managed corporate style guides and UI pattern libraries.
- Manage team assignments, project timelines, and staff resourcing levels.
- Introduced the concept of "Agile Design" as part of the overall Agile Development process.
- Lead team through the introduction and establishment of the User Centered Design process in order to develop a consistent feedback loop with end-users.
- Coordinated and conducted one-on-one user interviews and usability tests with end-users and deliver study findings to Senior Management and Project teams.
- Monitored application usage patterns, direct customer support feedback, and A/B testing metrics to optimize user experience designs.
- Developed UX wireframes, design mockups, and prototypes, as needed, for web and mobile product initiatives.

Hoover's, Inc./ Dunn & Bradstreet, Inc. – Austin, TX

User Experience and Design Director	02/2008 – 09/2011
Creative Services Manager	2001 - 2008
Interactive Services Manager	1999 - 2001
Online Producer	1997 - 1999

- Provide overall leadership for all visual design, user interface design, customer research, usability testing, creative management, and operations leadership for the complete line of Hoover's products – including online, enterprise, and mobile applications.
- Manage a team of 10 full time Visual Designers, UI Designers, Usability Analysts, and Web Production Specialists in addition to a variety of contract specialist.
- Led team through the adoption, implementation and management of the Agile and scrum development process. Developed new methods and process for including user experience testing and visual design checkpoints within the Agile process.
- Acted as creative director liaison for engagements with third party marketing, interactive, and branding agencies such as The Wonderfactory, Hansa, Digitas, Organic Interactive, and Frog Design.
- Introduced User Centered Design philosophy and processes into all aspects of product development. Normalized UCD procedures to allow for efficient and easily adoptable standards across the organizations The UCD process contributed to a 125% lift in customer satisfaction during initial roll-out and consistent 25% increase in customer satisfaction year-over-year.
- Provide creative direction, project oversight, and worked as the principle partner with one of the nation's foremost branding agencies in the development of the Hoover's, Inc. brand. Directed the implementation and roll out of the new brand identity across the organization.
- Manage teams that directly contribute to the increase in sales conversion rates of 25%-30% year-over-year, beginning in 2002. This has been accomplished by constantly improving the user experience of the product line offerings. All products within our portfolio consistently rate at or above 85% in customer satisfaction for usability and design.
- Proposed the creation of the Interactive Services team with the goals of increasing operational and strategic bandwidth of front-end web development resources and reducing outsourcing expenses by 20%. Both goals were accomplished within the first year of team formation.
- Won the approval to expand my team to include User Experience and usability testing as a team discipline. This team has a proven track record of positive ROI and consistently saving \$1.25 – \$1.36 million per year on outsourced consulting, staffing, and production expenses.

MetroSurf – Corpus Christi, TX

Lead Web Designer & Development Manager 1996-1997

- Founding member of this internet community that published online reviews and tourist guides for Corpus Christi Texas and the Texas Gulf Coast region.
- Responsible for the overall design, layout, and user flow of the website.
- Managed the content publishing systems and coordinated site updates.
- Supervised external freelance writers, photographers, and graphics.

KEYE42 – Austin, TX

Online Editor, Sports Videographer 1995-1997

- Edited various news and sports packages for on-air broadcast.
- Developed news package graphics.
- Maintained archive of satellite downlink feeds and raw footage library.
- Videotaped various sporting events for on-air broadcast.

Tele-Print Express – Austin, TX

- Video Technician Manager 1995-1997
- Managed day-to-day operations of video duplication facility.
 - Supervised technical staff
 - Developed and maintained company website and online ordering system.

The University of Texas at Austin – Austin, TX

- Station Manager 1993-1994
- Supervised 21 person staff.
 - Oversaw all aspects of video production and station management.
 - Negotiated and implemented station operating budget.
 - Facilitated the conversion from closed cable access to low power broadcast.

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, TX

BS, Radio, Television, & Film 1994
Minor in Anthropology

TECHNICAL KNOWLEDGE

Skills

- User Centered Design Methodologies and Techniques
- Usability Testing
- Customer Experience Interviewing
- Information Architecture
- User Interaction and Visual Design for web, mobile, video, and print
- Brand Identity development and management
- Multimedia Production
- Video & Audio Production
- Video editing
- Agile and Scrum Development Process
- Search Engine Optimization (SEO) Techniques
- Site planning and analysis
- HTML & CSS
- Web Accessibility Standards
- Project Management (Agile, Waterfall)

Software

- Adobe Photoshop
- Adobe Fireworks
- Adobe Illustrator
- Adobe AfterEffects
- Flash Catalyst
- Dreamweaver
- Microsoft Visio
- OmniGraffle
- Final Cut Pro HD
- Apple Motion
- Apple Soundtrack Pro
- Jive SBS
- Omniture & Coremetrics Analytics
- Rally Software
- Atlassian Jira
- Wordpress

ACCOLADES

“Hoover’s Rocks” Winner 2008
Category: Getting More Done with Less

SXSW Interactive Panelist 2007
Creating a Kick-Ass In House Design Team

First Annual Hoover’s Club Winner 2005
Category: Leading Innovation in the field of Advertising