

James P. Simpson

Summary

I am a highly skilled Information Architect and multimedia developer with over 9 years experience designing and implementing rich, web-based content. I have demonstrated success in fast-paced, team-oriented environments working on a range of demanding projects in both corporate and educational settings. I have extensive experience working on multi-faceted, media-rich, data-driven projects encompassing all aspects of production.

Professional Experience

2007 - Present **Mimeo.com** New York, NY
Senior Information Architect

- Manage Information Architecture group including all aspects of design, wireframing, prototyping, and preparation of production-ready markup, assets, and supporting documentation.
- Lead IA team in the production of front end markup, interactions, and assets for the redesign of the Mimeo Print on Demand application, est. release Q4 '08.
- Articulate all design decisions to project teams, stakeholders, and Executive Committee.
- Lead rapid prototyping sessions enabling Development and Product teams to visualize new UI elements, interactions, and general functionality.
- Employed best practices such as tableless layouts, CSS frameworks, and standards-based, browser-agnostic markup for the redesign of our core web-based application as well as all internal applications.
- Developed core UI and design frameworks and templates to modularize and automate design tasks.
- Manage UI/Front end-related outsourcing with 3rd party vendors.
- Collaborated with VP of Biz Dev and Product to identify integration points with prospective partners and facilitate "discovery phase" discussions.
- Designed (Flash-based) rich media presentations for Business Development group, including integration projects with Citi, SumTotal, Google, and Goldman Sachs.
- Lead the effort of consolidating and redesigning Mimeo's internal software tools for Customer Support, Finance, Sales, and Production.
- Drafting Mimeo UI Guideline documenting all aspects of our application interfaces, brand usage, color schemes, UI frameworks, and templates.
- Launched Mimeo User Interface wiki to enable company-wide contributions for enhancing interface and user experience.
- Collaborate with Product teams to refine BRDs prior to engineering hand-off.
- Work alongside QA team to identify, document, and remedy design-related bugs

2005 - 2007 **BlueTie, Inc.** Pittsford, NY
Creative Design Manager & UI Director

- Manage e-commerce, SEO, creative and web design work for BlueTie, Inc. including corporate website, landing pages, ad inventory, affiliate/reseller/vertical channel collateral, presentations, application demos, style guides, branding standards, and all related print and digital assets
- Redesigned and implemented PHP-based, standards-compliant, search-optimized websites for BlueTie's Service Provider and Small Business divisions as well as a localized version for our UK affiliate
- Spearheaded implementation of dedicated LAMP stack for marketing servers as well as the utilization of a CMS to further automate our online support system
- Drafted BRDs & integration points serving as the foundation for the application UI
- Conceptualized and drafted 3 new technology patents (pending) in 2006
- Manage metrics aggregation for corporate website. Generate reports and develop strategies to enhance site performance, drive traffic and online signups
- Collaborate with Marketing Director on overall marketing strategies and online initiatives
- Manage the Marketing intranet, Product UI intranet, and the BlueTie DAM system
- Manage IA, flowcharting, wireframing, and prototyping for the BlueTie application user interface
- Collaborate with QA in developing recursive testing methods to achieve a zero-defect UI
- Collaborate with Customer Support to conduct surveys with opt-in customers and beta groups to assess application functionality and usability
- Designed BlueTie tradeshow booths, microsities, and plasma screen animations
- Designed all rich media presentations for strategic partners including Orbitz, Skype, Citrix, and eFax
- Designed corporate website for BlueTie Service Provider partner, Navigo, the largest broadband provider in the Yukon territory
- Manage all creative outsourcing with 3rd party vendors

2004 - 2005

Protomic Technologies, LLC

Webster, NY

Partner, Marketing Director

- Developed corporate website, product literature, digital assets, inventory database, online sales & quotation forms utilized by engineers, support staff and sub-contractors
- Designed corporate brand and style guides
- Refinished all capital equipment imports based on established brand standards
- Staged and photographed entire newly branded inventory and updated all print and digital assets
- Designed media-rich product showcases including video, animations, still-shots, narration, and PDF-based spec sheets
- Managed client relations and communications including company newsletter, release announcements, RFQs, proposals, drawings, and after-sales support
- Designed prototype web-driven project bidding system for our largest customer based out of Chicago
- Designed and implemented an improved fulfillment system for small machines and spare parts sales
- Drafted client proposals including automation assessments, production line CAD drawings, and ROI projections
- Developed case study inventory from successful automation projects
- Maintained international relations with Danish mother company in an effort to improve and broaden North American strategy
- Co-managed engineering and installation crews for all plant automation projects

2003 - 2004

Exsentis Interactive

West Henrietta, NY

Partner, Director of Web Services

- Developed web-based training & case management architecture with complete AICC/SCORM compliance, increasing our primary client's customer satisfaction level by over 60%
- Designed modular system to automate workforce development program for the Arizona State Department of Economic Security
- Designed & developed numerous web sites, multimedia projects & marketing initiatives for clients in hi-tech, education, government, advertising, retail & broadcast

2000 - 2003

JL Video & Multimedia, Inc.

Johnson City, NY

Director of Web Services

- Project manager for all web & multimedia contracts in the company
- Designed and project managed flagship product for human resources new-hire orientation with complete AICC/SCORM compliance
- Increased web and multimedia contracts from 5th largest revenue generator to 2nd largest
- Designed & developed numerous web sites, multimedia projects & marketing initiatives for clients in hi-tech, education, government, advertising, retail & broadcast

1997 - 1999

Jim Murray Appraisal Service

Johnson City, NY

Network Administrator

- Designed corporate website and collateral
- Managed & maintained company network & VPN
- Supported appraising system & MLS databases containing over 20,000 properties

Education

1995 - 1997

Broome Community College

Binghamton, NY

AAS Computer Science (degree incomplete - left to pursue independent business)

- Object Oriented Programming
- Software design and process
- Discrete mathematics, probability, and statistics
- Information architecture, UI design, and flowcharting
- Operating systems and networks

Core Strengths

Flash & ActionScript, Flex, AIR, CSS, DHTML/XHTML, standards-based design, Adobe Creative Suite, MS Expression Suite, PHP, XML/XSL, Apache, IIS, Eclipse Framework, SourceForge, MS Office Products, Open Office, MySQL, AutoCAD (LT), Propellerheads Reason & ReCycle!, Cakewalk Sonar, Sony Acid, SoftImage XSI, ZBrush

Awards, Memberships & Accreditations

- 2007 ad:tech Award: 1st Place for Best B2B Transactional Website for BlueTie "Featuretisements" Monetization Model
- RBA – Rochester Business Alliance
- SPE – Society of Plastics Engineers
- Comp TIA A+ Certified
- SSA – Soaring Society of America

Interests & Activities

Music & music production, creative writing, 3D design, reading, computing, science & nature, hiking & camping