

# ted richards

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## SUMMARY

Interactive Creative Director, UI/UX Designer with over ten years experience developing and designing Web-based interactive commercial products, dynamic graphical user interfaces, user experiences, information architecture, entertainment media systems, e-commerce systems, and online apps for the iPad and iPhone and Android mobile platforms.

## PROFESSIONAL EXPERIENCE

**tedrichards.net**      November 2001 - March 2011 Part Time, March 2011 - Present, Full Time  
**Consultant**

- Produce, design and direct Web sites, online applications, mobile apps and products.
- Currently consulting with EMC<sup>2</sup> designing the UI/UX for a new cloud computing application EMC ONDEMAND. New design development includes Balsamiq wire framing, visual design, html/CSS mock ups and production templates.
- Clients and projects include: [ChannelNet](#): Worked as product development consultant for new products and services, designing enterprise-level Web site prototypes, GUIs, information architecture and online application services utilizing the company's ChannelNet/SiteBuilder XML/XSL-based application platform. Successful projects include [Hunter Douglas Window Fashions](#), Volkswagen, La-Z-Boy, [Ford Motor Company Dealer Network](#). Client design services included conceptual designs and prototypes, information architecture design, content management and guidelines for sales and marketing libraries that included product photography, videos, and online .pdf marketing documents, online advertising formats, and SEO strategies.
- [DNA Direct](#): Designed and developed prototype information architecture, content formats and guidelines for DNA testing results and consumer medical information, and wire frame designs for consumer genetic testing Web site.

**AKiiRA Media Systems**      March 2008 - March 2011

### Senior UI/UX Designer

- Directed and designed the online media products and apps for [AKiiRA Media Systems](#).
- Directed and designed the UI/UX design and development for all AKiiRA intelligent media applications for Internet and mobile platforms including iPhone, Android and iPad. Responsibilities include working with content providers to produce intelligent media applications for leading content providers and distributors including news and sports networks, major national newspapers and media distribution providers.
- UI/UX designs for Web and mobile include defining the information architecture, creating conceptual designs, developing wireframes for new editorial products and concepts, and strategies for usability, online marketing, and search engine optimization (SEO).

- Designed and developed intelligent meta data interfaces to online advertising and marketing systems (SiteCatalyst or Web Trends).
- [Bingo Visual Search](#): Designed a new visual search engine working prototype that could search and accurately match videos to selected videos using a patented concept detection method. Design included extensive usability studies for search methods and display of visual meta data derived from a video, i.e. concepts, faces, closed captions, and keywords. Authored video content guidelines and creative brief for visual search product. Worked with visual search development group to develop user interface, content management and database design to support key functions such as "More like this" and visual concept searches, such as "Political Speech," "Natural Disaster," "Home Run." Authored Visual Search Marketing Requirements document that identified target user profiles, and online marketing and SEO strategies for visual search.
- [iTwips](#): Designed a working news summarization prototype capable of summarizing complete online newspapers such as the Washington Post, and New York Times. Design efforts included developing a new index of "Stories/Topics" and the capability to follow the story. Usability studies I conducted indicated a new design was required to simplify the story/topic and follow interface. The revised design has been created, preliminary concept testing complete and awaiting a prototype implementation for the iPad and iPhone. Setup and developed basic traffic metrics using Google Analytics.

**ZVUE Corp** July, 2003 - December 2007

**Marketing and User Experience Designer**

- Produced, directed and designed e-commerce, and download video Web site and retail merchandising for ZVUE Media Player.
- Responsible for designing and directing licensed video download site, including the information architecture, social networking, and video navigation. Worked with content providers to define source video content guidelines. Web site design process included usability analysis, wire frame concepts and tests, Web content design, CMS specifications, and online marketing strategies. Developed a site metrics report using Web Trends to track and evaluate video downloads and online ZVUE Media Player product support activity that identified most prevalent problems and issued upgrade requirements for the operating system.
- Also responsible for online sales and marketing support of the ZVUE Video Player, online ZVUE product support, and online video content selection and production.
- Directed, designed and produced all packaging and marketing collateral for ZVUE Media Player and MP3 audio player products, including retail and Internet product packaging, marketing communications, advertising, retail sales support, point of purchase displays and in-store merchandising. Retail product and packaging was accepted and distributed nationally at Wal-Mart stores.

**DNA Sciences/DNA.com** July 2000 - November 2001

**Creative Director**

- Produced, designed and directed genetics information and DNA donor recruitment Web site.
- Assumed executive creative direction for the DNA.com start-up operation; recruited and managed a staff that successfully converted the Web site operations from contracted consultants and service providers to a 100% in-house operation.
- Designed and developed the Gene Trust marketing and recruitment system featuring targeted e-mail lists, online advertising campaigns, website analysis and traffic metrics, advertising placement on advocacy Web sites, family genetics information architecture, and a sophisticated campaign recruitment reporting system developed with Web Trends. DNA.com and the Gene Trust recruitment system complied with all Federal health and privacy regulations and guidelines. DNA.com received an average of 45,000 unique visitors a month and recruited over 12,000 Gene Trust registrants online who registered to donate blood for genetic studies.
- Authored and created usability tests and analysis for Gene Trust Recruitment sign up process.
- Developed and produced special syndicated family genetics content packages for WebMD, Family Genetics Channel, Medscape, CBS Healthwatch, and Discovery Health.

**audiohighway.com** July 1996 - July 2000

**Creative Director, Web Designer**

- Produced, designed and directed Internet-based rich media entertainment system and applications.
- Started and staffed Web development group that developed a digital audio and video distribution system, supported by enterprise-level databases, CMS, servers, applications and interfaces to audio devices. Designed, specified, produced audio client application (AudioWiz), audio content library, information architecture, and advertisement server and tracking system.
- Authored audio content guidelines and governance rules for proper formatting and display of music and audio book content for copyright, publisher and author credits.
- Inventor of patented dynamic, interstitial advertising technology for integrating demographically-matched ads with audio content.
- Directed and produced audiohighway.com Web site, hosting over 6 million unique visitors per month; developed products and promotional systems for major entertainment studios and rich-media content providers, such as Sony Music, Sony Pictures, Dreamworks, Hollywood Records, Penguin Audiobooks, and Simon and Schuster audio books.

**SoftAd, Inc. (now ChannelNet)** November 1994 - June 1996

**Creative Director, UI Designer**

- Designed, developed and produced custom Sales Force Automation prototypes and integrated client-server-based Web sites within Microsoft Visual Basic environment.
- Designed prototype Advertising Sales System for Knight-Ridder newspapers, OEM and Aftermarket Field Sales System for Allied Signal, Truck and Braking Division, and Agricultural Sales System for AgrEvo agricultural chemicals and products.
- Designed GUI interface and consumer automotive information architecture and taxonomy for Dealer Sales Automation prototype (FocalPoint) for Ford Dealer National Network. In addition developed content guidelines for consumer vehicle information including standard features, options, operational specifications, and dimensions and capacities. Prototype was successfully presented to Ford Marketing executives and contracted for a national Intranet-based implementation.
- Worked as Creative Director and Web Producer on Ford Motor Company Web site, which was voted "Best Automotive Web Site" by USA Today, 1996.

**TestDrive Corporation**                      January 1993 - July 1994

**Co-Founder**

- Co-founded TestDrive Corporation to produce the first "try-before-you-buy" CD-ROM software sales catalog and electronic distribution system.
- Designed and developed the TestDrive software catalog interface, information architecture, and the interactive merchandising systems and devices. Designed and directed the usability testing using recruited focus group participants guided by use cases. Results were analyzed, and modifications made to the catalog interface.
- Developed product packaging, direct-response advertising, and all other marketing communications materials for mass-merchant retailers and distributors.
- Co-inventor of patented "Try-Before-You-Buy" technology, allowing consumer software products to be encrypted, metered for trial usage, and re-enabled with unlock codes.

**AdWare, Inc.**    **October 1987** – December 1993

**Interactive Marketing Producer and Consultant**

- Founded AdWare, Inc. to provide interactive marketing development and design services for consumer-technology clients, including software publishers, advertising agencies, audio and video media services, and on-line services.
- Produced, designed and directed over forty computer-media based productions including, direct-response demo disks, interactive-marketing disks and CD-ROMs, consumer-product kiosks and on-demand manufacturing systems.
- Managed the successful development, and co-invented patented "try-before-you-buy" software product technology and interactive transaction authoring system
- Client list included: Microsoft Corporation, Lotus Development, Apple Computer, Borland International, Symantec Corporation, Ogilvy & Mather, Interactive Marketing Group, and Forbes Magazine.

**PROFESSIONAL SKILLS**

**SOFTWARE and TOOLS**

Software/Tool	Skill Level		
	Basic	Medium	Expert
Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Fireworks), HTML, HTML5, CSS, Balsamiq			X
Adobe InDesign, Adobe Acrobat, Visio, PowerPoint, Word, Excel, Access			X
JavaScript, JQuery, AJAX, UI/UX Prototype (Axure, Flex)	X		
Linux, Apache, PHP, MySQL (L.A.M.P.), Microsoft Visual Basic, Visual Studio, VB Script, CMS	X		
Windows 7, IIS 7.0, Active Server Pages (ASP), .NET (.ASPX), XML/XSL		X	
Media Editing (AVS Video, VideoPad, Adobe Soundbooth, Adobe Flash)		X	

- **PRODUCT DEVELOPMENT:** Author product and marketing requirements, focus group testing, usability studies and analysis, online marketing strategies, site and application governance guidelines, and Quality Assurance test specifications and guidelines.
- **ONLINE MARKETING:** Producer of online direct response marketing campaigns, develop site usage analytics and reports, produce partner reporting and marketing systems, develop online sales advertising and marketing tools.
- **SOFTWARE DEVELOPMENT:** GUI design developer for interactive direct-response applications, business and productivity applications, editorial and educational content, and entertainment products. Information and database design, content guidelines and specifications, and software requirements documentation.
- **UI/UX:** Visual language design, information architecture design, taxonomy and information classification, user experience, usability analysis, application process design, use case development, wire frame prototypes, and icon design.
- **LITERARY:** Copywriter for Web sites, direct response advertising, print advertising, on-line help; Interactive script and storyboard copywriter; Creative Writer, Web-site content editor, Story Teller, Humorist, and Cartoonist.

**EDUCATION**

San Francisco State University  
 Creative Writing, Philosophy, Anthropology, Industrial Design