

Ted Richards

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PROFESSIONAL SUMMARY: INTERACTIVE PRODUCT PRODUCER AND INTERACTIVE CREATIVE DIRECTOR with over twenty years experience developing and marketing interactive sales products, dynamic graphical user interfaces, information architecture design, entertainment media systems, e-commerce systems, and Internet-based applications and systems.

CONSULTANT, PRODUCT DEVELOPMENT

AKiiRA Software: March, 2008 to Present

Direct the online product development for the AKiiRA Intelligent Video Summary software. Development responsibilities include:

- Developing product marketing requirements for a Software as a Service (SaaS) platform capable of summarizing long-format videos and distributing the summarized videos (iBlips) on the Internet or mobile networks.
- Designing and developing the video information architecture for interacting with summarized videos and their source videos.
- Directing the software development for all the SaaS components including the AKiiRA Summarization Engine, the AKiiRA Web service and the Web server architecture comprised of a Web server, application server, streaming video server, content management and storage server, and the CDN service.

INTERACTIVE CONSULTANT

tedrichards.net: November, 2001 to Present

Produce, Design and Direct online applications, and products. 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 XML/XSL-based application platform. Successful projects include [Hunter Douglas Window Fashions](#), Volkswagen, [La-Z-Boy](#), Ford Motor Company.
- [DNA Direct](#): Designed and developed prototype information architecture, and wire frame designs for consumer genetic testing Web site.

DIRECTOR PRODUCT DEVELOPMENT

ZVUE Corporation, <http://www.zvue.com>: July, 2003 to December, 2007

Produced and directed e-commerce Web site and retail marketing for ZVUE Media Player.

- Responsible for designing and directing licensed video download site, including the information architecture, social networking, and video viewing navigation. Also responsible for online sales and marketing of the [ZVUE Video Player](#), online [product support](#), and online video content production.
- Directed, designed and produced all packaging and marketing collateral for ZVUE MP3 and media 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 currently accepted and distributed nationally at Wal-Mart stores.

DIRECTOR WEB DEVELOPMENT AND EXECUTIVE CREATIVE DIRECTOR

DNA Sciences, DNA.com: July, 2000 to November, 2001

Produced and Directed genetics information and subject recruitment Web site.

- Assumed executive 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, advertising placement on advocacy Web sites, family genetics information architecture, and a sophisticated campaign recruitment reporting system. 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.
- Developed and produced special syndicated genetics content packages for *WebMD*, *Family Genetics Channel*, *Medscape*, *CBS Healthwatch*, and *Discovery Health*.

VICE PRESIDENT OF DEVELOPMENT AND CREATIVE DIRECTOR

audiohighway.com: July, 1996 to July, 2000

Produced 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, 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.
- Inventor of patented dynamic, interstitial advertising technology for integrating demographically-matched ads with audio content.
- Worked with CEO and management team to conclude a successful IPO in Dec 1998. Key responsibilities included technical due diligence, and Audio Advertising System intellectual property, strategy and review.
- 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.

VICE PRESIDENT OF USER INTERFACE DESIGN AND CREATIVE DIRECTOR

SoftAd, Inc. (now ChannelNet): Nov. 1994 to Jun. 1996

DESIGNED, DEVELOPED AND PRODUCED custom Sales Force Automation prototypes and integrated client-server-based Web sites.

- 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 for Dealer Sales Automation prototype (FocalPoint) for Ford Dealer National Network. 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.

VICE PRESIDENT

TestDrive Corporation: Jan. 1993 to Jul. 1994

CO-FOUNDED TESTDRIVE CORPORATION to produce the first "try-before-you-buy" CD-ROM software sales catalog and electronic distribution system.

- Worked with CEO to secure initial funding to market technology to strategic partners, and to conclude the successful acquisition by R.R. Donnelley & Sons.
- Designed and developed the TestDrive software catalog interface, information architecture, and the interactive merchandising systems and devices.
- 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.

INTERACTIVE MARKETING PRODUCER AND CONSULTANT

AdWare: Oct. 1987 to Dec. 1993

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 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, Forbes Magazine, and MusicWriter.*

CAREER HISTORY AND BACKGROUND

CREATIVE MANAGER, MAGAZINE EDITOR

Atari Inc., Home Computer Division: Jun. 1981 to Jun. 1984

MANAGED CREATIVE SERVICES DEPARTMENT that produced all Atari home computer software and hardware packaging, user manuals, and marketing collateral. Prior to this position, worked as Editor-in-Chief of Atari Connection Magazine, a newsstand, quarterly publication targeted towards the consumer home computer market.

PROFESSIONAL SKILLS

PRODUCT DEVELOPMENT: Business and marketing plans, product and marketing requirements, market research, focus group testing, licensing agreements, services and vendor contracts, technology licensing, and new product acquisitions.

MARKETING AND BUSINESS DEVELOPMENT: Producer of online direct response marketing campaigns, qualify and secure strategic partner relationships, produce partner reporting and marketing systems, develop online sales 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, and software requirements documentation.

GRAPHICAL USER INTERFACE: Visual language design, information architecture design, application process design, use case development, wire frame prototypes, dynamic menu design, tab navigation design, and icon design.

LITERARY: Copywriter for Web sites, direct response advertising, print advertising, on-line help; Interactive script and storyboard copywriter; Creative Writer, magazine and Web-site content editor, Story Teller, Humorist, and Cartoonist.

SOFTWARE LANGUAGES AND TOOLS: XHTML, Windows XP/Vista, IIS 6.0, Active Server Pages (ASP), .NET (.ASPX), XML/XSL, AJAX, CSS design, Java Server Pages (JSP), Linux, Apache,

PHP, MySQL (L.A.M.P.), Visual Basic, Microsoft Visual C++, VB Script, Java Script, Flash animation, Flash Video, advanced Dreamweaver, Adobe Photoshop, Illustrator, InDesign.

EDUCATION

SAN FRANCISCO STATE UNIVERSITY, 1973 THRU 1977

MAJOR: CREATIVE WRITING AND PHILOSOPHY
