

User Experience Professional (Interaction Design / Information Architecture / UI Design) with over 15 years experience building and improving enterprise level web applications and portals. Extensive experience with requirements definition, rapid prototyping, and using quantitative metrics to ensure a return on investment.

WORK HISTORY

Cisco	Several projects to build or improve upon web based applications. <i>SDCA</i> : Making the niche expertise of call center employees easier to find. <i>CS One</i> : Network troubleshooting using online Diff and topology tools. <i>Amplify</i> : Advertising marketplace for digital signage. Similar to AdSense. <i>Show & Share</i> : Video Portal, essentially a "private YouTube for Fortune 500's." <i>Kubrick</i> : Cross platform UE Pattern Library with about 100 components.	04/'08 - 12/2011
Quintess	Ground up UE design for a system of travel and lifestyle concierge portals. Used by rich families and the PGA to manage over 100 private residences.	'04 - Ongoing
Self	Owner and lead consultant of 'Westlake'. Project based UE work for: <i>Schwab</i> Rebuild of a web / desktop trading reconciliation system. <i>Wells Fargo</i> Prototyped new online banking Sign In methods. <i>Sun</i> Merging of several portals into a unified and consistent experience. <i>Qwest</i> Updates to account management portals for telecom customers. <i>MapQuest</i> Main web site and business portal updates. <i>Ford</i> Ground up design for a QA & assembly line analysis portal. <i>MIT</i> UI cleanup for a large research and data analysis portal.	'01 - '08
iBelay VC	UI Designer for a variety of Venture Capital based start-up investments.	'99 - '02
Excite	UI design and development for a variety of business and consumer web sites. Via Acquisition: Media Lab -> Match Logic -> @Home -> Excite.	'96 - '99
Microsoft	Marketing representative for product launches, trade shows, retail support, etc.	'95 - '97

METHODOLOGY, TECHNOLOGY AND TOOLS

Discovery:	Contextual inquiry, user stories, conceptual modeling, story boards, card sorts and similar.
Design:	UCD and PAID methodologies with Photoshop, Visio, InDesign, Axure, HTML / CSS.
Development:	Familiar with integrating into RIA portals and environments like JSP, RoR and Flex.
Refinement:	Rapid prototyping, pattern libraries, testing, analytics, and SEO (Google & Yahoo).

MEMBERSHIPS

UPA, IXDA, AIGA, Bay CHI, BIG, RM CHI (Chair), STC, Rocky Mountain HFES, Denver UX, UEN Denver.

PORTFOLIO

Preview:	Available online at http://MikeRothermel.com
Detailed:	Available on request, inclusive of sample deliverables, testimonials and references.