

Alex Kirtland

Experience Design Professional

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Skills:

- User Experience and Design Strategy
- Product Development
- User Research and Usability Testing
- UX Evangelism
- Information Architecture

Main Industry Experience:

- Financial Services
- Manufacturing
- Media and Entertainment

Employment:

Consultant, Experience Lead
New York, NY

March 2004 to present

Selected Consulting Engagements

Moto Research (May 2007 to present)

- Project: Develop a new service information, social networking product for auto technicians
- Responsible for understanding the needs of aftermarket auto technicians through user research and other research; developing a user experience vision for the product and developing buy-in for that vision; testing the vision with potential end users; creating feature requirements; developing a feature roadmap; working with programmers in an Agile process to quickly iterate and evolve the application; working with other consultants to develop brand characteristics, product name, product tag line, and other branding and marketing strategies and initiatives; user acceptance testing; planning for usability testing; and planning for other "community outreach" initiatives

Morgan Stanley (August 2006 to July 2007)

- Projects: International and domestic Securities Lending applications; Listed Derivatives extranet; portfolio trading application; knowledge management application for Investment Banking and Real Estate divisions; Capital Transactions deal management application; HR and Recruiting intranets, extranets, and public sites; and Research publication workflow tool
- Responsible for working with a variety of project teams to
 - provide heuristic reviews of existing applications
 - perform user research and usability testing as needed
 - define "visions" for various applications
 - define requirements
 - educate project teams on how to work with information architects, and on the benefits of doing so

Avenue A – Razorfish (January 2006 to August 2006)

- Project: Philip Morris USA Intranet Envisioning, PhilipMorrisUSA.com Redesign, and other projects
- Responsible for playing the role of Experience Lead for all Philip Morris USA projects at Razorfish
- Managed other information architects, designers, and writers, helped set the vision for these projects, and manage their execution on that vision

Behavior Design (January 2005 to May 2005)

- Project: Redesign of ResortQuest.com
- This site was picked as Travel and Leisure's Top Vacation Rental website
- Responsible for creating IA direction, reviewing wireframes with client on a weekly basis, presenting wireframes and site vision to ResortQuest business stakeholders, delivering wireframes and functional specifications to client side technology team, taking initial solutions to usability testing, managing content development, and directing designers on implementation of wireframes into design
- Managed an information architect

SchoolNet, Inc., New York NY (March 2004 to October 2004)

- Projects: Redesign of core applications for school administrators, principals and teachers
- Responsible for creation of functional specifications for each application release, including the creation of use cases, functionality lists, user flows, schematics, and detailed notes of how functionality is intended to work
- Managed Interaction Designer and Jr. Information Architect
- Managed relationships with outside vendors performing usability testing services
- Extras: Evangelized internally for a user-centric product development process

Other Consulting Engagements

- **InTrade** (August 2007)
- **CIGNA** (June 2006 to August 2006, via Avenue A – Razorfish)
- **Reuters** (March 2006, via CEG)
- **Motorola Networks** (October 2005 to January 2006, via Foote, Cone & Belding Interactive)
- **XM Satellite Radio** (June 2005 to July 2005, via Avenue A – Razorfish)
- **Peak6 / Options House** (April 2005, via Behavior Design)
- **FundQuest** (January 2005 to March 2005, via Avenue A – Razorfish)
- **Rodale Press** (October 2004 to January 2005)

Experience Lead

April 2000 to March 2004

SBI-Razorfish, Inc., New York NY

- Experience Lead responsibilities: working with clients and team to develop project concept and strategy, ensuring the strategy is communicated to the client and expressed in all deliverables, refining the strategy, team management during the course of the project, project scoping, project management as it relates to experience deliverables
- Projects: Ford.com, Avaya external and internal sites, Western Union extranets, Verizon intranets, Pfizer intranets, Federal Reserve Bank of New York, Kodak Medical and Dental, CIBA Vision, etc.
- Extras: Speak internally and to clients on what makes good user experience. Knowledge sharing internally on the topics of prototyping and Executive Dashboards.
- Participate in new business pitches

Manager, Projects and Technical Development

October 1997 to September 1999

Grey Healthcare Informatics Market Solutions, New York, NY

- Responsibilities included evaluating new business opportunities, technical trends and future product development. Also application design, creating and managing project budgets, developing timelines, supervising application development, hiring and managing programmers, and client contact.

Professional Organizations:

- The Information Architecture Institute
- American Society for Information Science and Technology (ASIS&T)

Selected Publications:

- Blog: UsableMarkets.com
- Kirtland, A. *On A Scale of 1 to 5: Understanding Risk Improves Rating and Reputation Systems*. Boxes and Arrows
- Kirtland A. *Communicating Complex Ideas: How Public Prediction Markets Simplify Concepts about Buying and Selling Events and Ideas*. Boxes and Arrows.
- Kirtland A. *Ads Are Here To Stay: Planning For Ad Placement*. Boxes and Arrows.
- Kirtland A. *Executive Dashboards*. Boxes and Arrows.
- Kirtland, Alexander. *Maginot Lines of code: infowar, infocrime, and data defense*. 21stC, Issue 2.4 Fall, 1997

Conference Presentations:

- IA Summit 2008, Presentation: *Why Markets Love the Internet (Or The One Hour MBA for Experience Designers and Other Layabouts)*
- 2007 Prediction Markets Conference: Moderated panel discussion on: *Lessons Learned from Implementing and Managing a Prediction Market*
- IA Summit 2007, Presentation: *An Introduction to Prediction Markets*
- IA Summit 2005, Poster: *Designing Dashboards*

Education:

- Columbia University, New York, NY, School of Public Health, Sept. 1995 – May 1996
- Syracuse University, Syracuse, NY. Bachelor of Arts in Psychology, minors in English, School of the Humanities. Sept., 1985-May, 1989.

References provided upon request