

Skills:

- Product development and envisioning
- Information design / data visualization
- Information architecture
- User research and usability testing
- Managing UX teams

Main Industry Experience:

- Financial Services
- Startups

Start Ups

Krossover Intelligence, Inc

Sept 2009 to current

- Responsible for the user experience of the Krossover SaaS product, a tool that helps coaches better manage and analyze game film

Global Talent Exchange

Sept 2008 to June 2009

- In charge of product development for Flex based, SaaS application for the enterprise market

Moto Research

May 2007 to April 2008

- In charge of user experience for internet-based application for independent auto mechanics

Full Time Employment

Principal User Experience Architect, Lab49 Inc.

Oct. 2009 to Oct. 2010

- Responsible for the user experience of trading and other complex applications custom built for financial services industry clients

Experience Lead, Razorfish, Inc.

April 2000 to March 2004

- Managed UX teams in the development of user experience strategy and all user experience deliverables, client presentations, project management as it relates to UX deliverables, etc

Manager, Projects & Technical Development, Grey Healthcare **Oct. 1997 to Sept. 1999**

- Application design, creating and managing project budgets, developing timelines, supervising application development, hiring and managing programmers, and client contact.

Selected Consulting Work

Blockbuster (with Schematic, May 2008 to August 2008)

- UX lead for Silverlight application that allows users to explore relationships between movie

Morgan Stanley (August 2006 to July 2007)

- Information architecture and usability tasks on multiple RIA applications

Selected Consulting Work, cont.

Philip Morris USA (with Avenue A – Razorfish, January 2006 to August 2006)

- User experience lead for all Philip Morris USA projects, including Intranet Envisioning, PhilipMorrisUSA.com Redesign, etc.

Other Clients

- **Social Business Graph, Dachis Group** (Information design), **Kaplan / PMBR** (UX Architecture), **Expert's List, startup** (UX Architecture), **ResortQuest.com** (UX Lead, with Behavior Design), **InTrade** (design strategy), **CIGNA** (design strategy, with Razorfish), **Reuters** (design strategy), **Peak6 / Options House** (design strategy, with Behavior Design).

Professional Organizations:

- The Information Architecture Institute
- American Society for Information Science and Technology (ASIS&T)
- Usability Professionals' Association (UPA)

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/Appearances:

- Ultra Light Startups, July 2009 Entrepreneurs Forum: Ultra Light User Experience, Panel Member
- 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, School of the Humanities. Sept., 1985-May, 1989.

References provided upon request