



## Summary

Achievement-oriented problem solver, blends over 15 years of business and technical experience to “get the job done right.” Demonstrated excellence in communications, project management, and organization, delivering projects with exceptional levels of business value.

## Qualifications

- ◆ Leader of successful technology projects utilizing best-practices in project management, customer satisfaction, usability, and development standards.
- ◆ Consultant with real-world website design, development, enhancement, and maintenance experience on projects with a wide variety of business goals.
- ◆ Speaker and educator on topics ranging from conceptual project overviews to search engine optimization for both business and technical audiences.

## Experience

### ***Principal: Crystal Point Consulting, LLC***

***2002—Present***

Provided business services including website information architecture, design, writing, development, analysis, testing, training, and search engine optimization.

- ◆ Delivered expert advice to a wide variety of businesses including retail, consumer and financial services, education, ecommerce, legal, industrial, B2B, professional associations, and non-profits.
- ◆ Provided project management and information architecture services on a website development project for 1700-member professional organization. Developed page layouts, navigation, and content employing user-centric design principles.
- ◆ Led team of marketing, design, writing, and development resources on a website redesign project for a \$1.5M non-profit. Successfully combined branding, business, and technical requirements into a quality visitor experience.
- ◆ Supplied usability testing, technical consulting, and focus group research services for an intranet project at a \$2B financial organization.

### ***Applications Development Manager: United Airlines***

***1999—2001***

Established department to provide project management, project methodology, and communication support for a 200-person IT organization. Supervised 10 employees and contractors.

- ◆ Led extranet project to provide joint information to employees of United and an acquisition target—over 150,000 people. Overcame security challenges, incompatible data interfaces, and inadequate technical infrastructure to successfully install new website.
- ◆ Managed United’s extensive intranet, which serves over 1M client sessions per month. Activities included orchestration of multiple business content owners, specialized applications, and disparate systems.
- ◆ Instituted a cross-functional organization between IT and 25 key business leaders to improve project communications, delivery, and acceptance.

**Consultant: IMI Systems**

**1998—1999**

Provided project management methodology and communications functions on a multi-million dollar IT project. Activities included creating project plans, developing technical and business requirements, and evaluating vendors.

- ◆ Provided website consulting services to multiple teams within the organization. Areas of input included layout, navigation, interaction design, and usability.
- ◆ Developed a series of five website development classes delivered to over 100 managers and staff. Each class was videotaped for the benefit of future employees.
- ◆ Expanded and maintained intranet website to make operational information and news available to both local and remote business employees.

**Internal Systems Manager: Terasys, Incorporated**

**1996—1998**

Established department to support and grow the corporate computer environment. Managed full-time staff of three and multiple consultants as needed.

- ◆ Increased efficiency of network engineers by developing standards, procedures, and documentation of network and support operations.
- ◆ Managed infrastructure and software development projects including a corporate intranet and a web-based sales management system.
- ◆ As co-leader of company customer service initiative, implemented training curriculum, responsiveness standards, surveys, and recognition program.
- ◆ Administered Unix servers, Oracle databases, Novell email systems, Windows PCs, network and dial-up connections.

**Educator: Interleaf, Inc. & Digital Equipment Corporation**

**1990-1995**

Developed and conducted highly-rated training courses in desktop publishing, graphics, document management, operating systems, programming, security, and performance.

## Software

- ◆ **Project Management:** Microsoft Project and Primavera Project Manager
- ◆ **Content Management Systems:** Contribute, Joomla, pMachine, and Yahoo!
- ◆ **Website Development:** Macromedia Dreamweaver and Microsoft FrontPage
- ◆ **Website Programming:** HTML, CSS, PHP, JavaScript, and ASP
- ◆ **Databases:** Oracle, MySQL, and Microsoft Access
- ◆ **Ecommerce:** PayPal, osCommerce, MIVA Merchant, MS Commerce Manager, and Cart32
- ◆ **Internet Tools:** FTP, Telnet, DHCP, and DNS
- ◆ **Graphics Applications:** Adobe Photoshop and Microsoft Visio
- ◆ **Systems Administration:** Windows, Unix, and NetWare
- ◆ **Office Productivity:** Microsoft Word, Excel, PowerPoint, Outlook, and Publisher

## Education

**BS w/Honors** Mathematics, minor Computer Science     *Roosevelt University, Chicago, IL*

**AA** Education

*Morton College, Cicero, IL*