

Ed Caggiani

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Objectives

To join an innovative company that focuses on the customer and understands the importance of the User Experience and user centered design.

Education

June 1988 – May 1992

Syracuse University, Syracuse NY

Bachelor of Science in Communications (TV/Film Production focus)

Minor in Psychology and Visual Arts

Experience

July 2012 – Present

Senior User Experience Designer/Product Manager

Zenfolio, Inc. | Menlo Park, CA

- Design user interfaces and experiences for Zenfolio.com.
- Write Product Requirement Documents (PRDs) outlining a feature's behavior for consumption by Engineering. Serves as a functional spec that engineers can follow for implementation.
- Work closely with engineers during implementation of UI.
- Manage Android app design and implementation through various releases. App is currently rated 4.4 out of 5 stars in the Google Play Store.
- Management of usability tests for new user acquisition.
- Wireframing and rapid prototyping for Zenfolio features.
- Community interaction through online forum.
- Designed new template products UI.
- Designed and managed implementation of photo books product.
- Work closely with Customer Service to determine most common usability problems from our customers.
- Designed Website Presets flow for new users.

July 2006 – July 2012

User Experience/Interaction Designer (2008-2012)

User Interface Engineer (2006-2008)

Zazzle, Inc. | Redwood City, CA

- Design user interfaces and experiences for Zazzle.com
- Develop and administer usability tests for upcoming features using paper or Axure prototypes.
- Wireframing and rapid prototyping UX using Axure RP, Photoshop.
- Write Product Requirement Documents (PRDs) outlining a feature's behavior for consumption by Engineering. Serves as a functional spec that engineers can follow for implementation.
- Work closely with engineers during implementation of UI
- Define potential A/B test cases and help analyze data using Omniture to make appropriate decisions based on outcome of tests.
- Define global UI Controls reference document for consistent and logical use of user controls.
- Write help topics and feature documentation.
- Community interaction through online forum and blog.
- Help bridge the communication gap between the technical and non-technical sides of the company.
- Help with mobile strategy research, focusing on UX for mobile and touch platforms.
- Implement user interface using CSS/xHTML/JavaScript /C# (2006-2008)

July 2003 – July 2006

User Interface Engineer

Agami Systems, Inc. | Sunnyvale, CA

- Design and develop Web user interface, produce mockups, and design GUI architecture for NAS storage product.
- User interface implementation. Includes heavy use of PHP, CSS, DHTML, JavaScript, and HTML. Developed for Linux platform from scratch. Includes coding of session management, authentication and middle-to-backend connectivity.
- Design UX for front panel configuration interface (small 3 line LCD, four buttons)
- Documentation of UI specifications.
- Help develop, administer and analyze product usability studies, including GUI and CLI, in conjunction with Marketing department.
- Rapid prototyping of new features using Javascript/HTML and/or Photoshop.
- Art direction for external web site.

March 2002 – March 2003

User Interface Engineer

Teros, Inc. | Santa Clara, CA

- Design and develop user interfaces for APS Security product.

- User interface implementation. Includes heavy use of PHP, CSS, DHTML, JavaScript, and HTML.
- Help develop, administer and analyze product usability studies.
- Rapid prototyping of new features using JavaScript/HTML and/or Photoshop.

November 1999 – October 2001

Lead User Interface Engineer/Webmaster

Octopus, Inc. | Palo Alto, CA

- Design and develop user interfaces for product and internal tools, including Octopus Administration Tool and Element Definition Kit.
- Work with other departments to identify product feature requirements.
- Bridge the gap between technical and non-technical departments.
- In charge of user interface implementation and design. Includes heavy use of Cascading Style Sheets, Dynamic HTML, JavaScript, and HTML.
- Help develop, administer and analyze product usability studies in conjunction with Marketing department.
- Maintenance of style sheet library and code
- Webmaster of corporate website

August 1998 – November 1999

Lead Applications Engineer/Webmaster

DHL Airways, Inc. | Redwood City, CA

- Lead programmer for DHL-USA website. Consists of HTML, JavaScript, TCL, SQL, and template development using Vignette Story Server. The site is database driven, with TCL/HTML templates making SQL calls to populate the pages.
- Created reusable components and content entry templates for the end user. This delegates the content maintenance out to the business for quicker updates.
- Front end design and development.
- Worked with US Government to build them a DHL extranet.

October 1996 – August 1998

Intranet Content Team/Intranet Webmaster

3Com Corporation | Santa Clara, CA

- Manage content management team including HTML developers, graphic artists, and application developers. Prioritize incoming requests from the business and assign them accordingly to the content team.
- Work with business divisions to facilitate web enablement for their teams.
- Designed and developed 3Com Intranet, from layout and HTML, to creating all the graphics in Photoshop and 3D Studio. Managed the front-end content development and style. Incorporated mouseover JavaScript, persistent cookies, and Java applet development.

- Worked with Netscape Enterprise Server, administering all aspects from content management to ACL implementations.
- Worked closely with U.S. Robotics to merge our two intranets into one.
- Wrote Template Manager program in Visual Basic to facilitate creating web pages that conform to the 3Com look and feel. Later web-enabled the program as a Windows CGI to give access to UNIX and Mac users.

October 1995 – October 1996

Art Director/3D Animator

UC'NWIN Systems | Ft. Lauderdale, FL

- Managed a small group of designers, from Photoshop artists to print graphic artists. Guided the artistic direction of the company's kiosk programs and CD-ROM games.
- Designed and rendered MPEG animations in 3D Studio for kiosk and CD-ROM games.
- Developed game ideas and carried them out from inception to final production.
- Provided the company with its first web presence.

January 1993 – October 1995

Assistant Director/Video Editor

Sports Shop Television | Pompano beach, FL

- Responsible for 3D graphics, video editing, and assisting the director for network and client videos.

May 1992 – January 1993

Videographer/Video Editor

Media Productions | Pompano beach, FL

- Responsible for all in-house editing of client videos from commercials to industrial. All editing done on 1" and Beta-SP
- Created all graphics on a Chyron SuperScribe and Symbolics 3D Workstation.

Skills

- User centered design/HCI/Interaction design principles
- Rapid prototyping, Axure RP, paper prototyping
- Usability testing, human factors
- HTML/xHTML/JavaScript/CSS/PHP/C#
- Adobe Photoshop/Adobe Illustrator/Adobe Premiere/Adobe Fireworks
- Visual Source Safe, CVS, Subversion, Perforce
- Video editing (linear & non-linear)

References

References will be supplied upon request.