

EMIL PICASSO GENTOLIZO

Senior Mobile User Experience Architect + Senior Mobile User Experience Designer + F.E.D.

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PRODUCTION SKILLS

UXA + Mobile Website + Web Usability Design + Front End Development

- + Omnigraffle, Visio, Balsamiq, iMockUp, User Experience and Usability Best Practices, Human Centered Performance Design, A.D.D.I.E., GUI, LMS
- + Adobe Creative Suite Master Collection (Dreamweaver, Flash, Fireworks, Photoshop, Illustrator, Captivate, Acrobat, Flash Paper)
- + 3D Studio Max, Swift 3D, Google Sketch Up
- + LinkedIn SEO, Search Engine Optimization (SEO), Email and Online Marketing Campaign Strategies
- + HTML, HTML5, CSS, CSS3, jQuery Mobile, Sencha Touch, asp.Net 2.0, Action Script, DHTML, Java Script, Pascal, Basic
- + Project Management - Basecamp, JIRA, SVN

Video Production

- + Camera Operator: Canon XH A1, XL1s, GL2, Remote Helicopter, Green Screen, Jib and Lighting Grip
- + Editor: AVID DV Express, Discreet Media Cleaner Pro, Apple Final Cut Pro, Adobe Production Studio (Premiere, After Effects, Audition, Encore, On Location)
- + Distribution: DVD Studio Pro, Nero, uStream

Additional Skills

- + Sencha Touch Certification Course
- + Walt Disney World Management and Communications Certification
- + Microsoft Office Certification, Visio, UNIX based PC and Mac platforms

WORK HISTORY OF EXPERIENCE

Sears Holdings Co. - Mobile UX Team, Chicago, IL

Mar 2010 - present

Lead Senior Mobile User Experience Visual Designer + Interim Front End Developer

- + Awarded 2011 Mobile Retailer of the Year, the highest accolade in mobile commerce and retail:
<http://www.mobilecommercedaily.com/2011/12/21/sears-is-2011-mobile-retailer-of-the-year>
- + Increased mobile website revenue from \$2m to \$13m+ by shifting to new code; decreasing mobile browser download times and creating efficient customer centered workflows and best practices.
- + Successfully completed multiple projects with critical deadlines; as little as 1 to 24 hours notice and 1 day to 2 weeks advanced notice. ie: Completed Sears Wishbook iPad App prototype and presented to Eddie Lampert, Chairman of Sears Holdings, 2 weeks after the original iPad tablet was released.
- + Major contributor for each of the 1st mobile user experiences: Sears iPad App, Sears Wishbook iPad App, Craftsman mobile website, Sears and Kmart "Local Ads & Deals" mobile websites, Kmart Style Sip and Kmart Fashion mobile websites.
- + Identified, improved and lead solutions using best user experience practices, design trends, tools and techniques that evolve existing approaches, enhance requirements and balance technological realities.
- + Defined current mobile website front-end development requirements for m.Sears.com and m.Kmart.com using jQuery Mobile; alternately research and tested Sencha Touch, HTML5 and CSS3.
- + Lead mobile UX design by creating cutting edge mocks and UXA solutions for Sears, Kmart, myGofer and Craftsman m-commerce websites, Apple iOS (iPhone, iPad), Android and Blackberry Apps.

Designory - Contractor, Chicago, IL

Feb 2011 - Apr 2011

Senior User Experience Architect, Mobile Consultant

- + Provided mobile front-end development and mobile browser detection for HP's Passion Hub project, an Alicia Keys and Dr Dre promotional website.
- + Compiled, edited and provided QA solutions for HP CS Lite App and HP Glamshot App.
- + Troubleshoot, fix and deliver flash action scripting solutions for HP Printer interactive flash website.
- + Created Information Architecture deliverables including wireframes, site maps and page flow documentation and identified areas of improvement for Case IH product maintenance website.

Charleston Media Productions, Inc., Charleston, SC

Dec 2007 - present

Senior User Experience Architect, Designer and Developer

- + Redesign websites to improve usability; apply human factors, heuristic evaluation and user experience (UX) design principles to create wireframes and mockups of screen content. Provide usability testing, construct partial to fully functioning prototypes. Implement prototype testing, review and feedback.

- + Provide web design and development (HTML, CSS, JavaScript, jQuery, Flash, Video), User Interface mockups, prototypes, proof of concepts, eLearning, Distance Learning, Web Based Training (WBT), Computer Based Training (CBT), email and web marketing campaigns, Search Engine Optimization (SEO), full video production services, DVD authoring and visual communications strategies and services for Government and State officials, Fortune 500 and private companies, and Non-Profits.

+ *UX Project: Aker Solutions*

May 2008 – Sep 2008

1. *Plan, analyze, design, test and refine 8 wireframe mock-ups and partially-functioning rapid prototypes and web based elearning modules using Adobe Creative Suite, HTML, CSS and Flash.*
2. *Conduct usability testing with 15 members of Aker Solutions' international Subject Matter Experts (SME) team, a \$58 billion global company.*
3. *Determine project expectations, scheduling and deliverables. Define and develop top-level usability requirements and expectations for 22,500 technical and non-technical employees in 30 countries and tailor task-based personas, scenarios, instructional strategies and wireframe mockups.*
4. *Organize review sessions to assess qualitative data gathered during usability testing. Facilitate meetings to evaluate the challenges faced by users of the new web based elearning modules.*
5. *Measure improvements with prototype testing from previous benchmarks, build a brief success story / case study, and list further opportunities for improvement.*
6. *Facilitate de-briefing session to review and prioritize wireframe and prototype testing results.*
7. *Integrate 8 interactive web based elearning modules and assessments into existing learning content management system (LCMS) which is scalable to distribute to 22,500 employees worldwide.*

- + *UX Project: Sears Home Improvement Products Jan 2008 – May 2008*
 1. *Plan, analyze, design, test and refine 3 interactive Heating, Ventilating, and Air Conditioning (HVAC) interactive sales modules, using wireframe mock-ups and rapid prototyping with Adobe Creative Suite, HTML, CSS and Flash for Sears Home Improvement Products, a \$1 billion home improvement company.*
 2. *Conduct task analysis, scenarios, requirements and set usability goals for each module.*
 3. *Develop and test prototypes through iterative design approach and maximize usability scenarios for Sales Teams.*
 4. *Prepare, test and launch 3 interactive HVAC sales modules on 2000 laptops for Sales Associates to demonstrate to over 300,000 home owners.*

- + *Client Projects: Aker Solution (see above), Sears Home Improvement Products (see above), ExxonMobil, United States Department of Defense, NAVAIR, NAVSEA, NAS Jacksonville, US Navy, US Army and Marine Corp, Florida Power & Light, NASA, Medical Clinical Trial Institutes, Coldwell Banker United, Aqua Sciences, Orlando Ballet Theater, Robert Ivey Ballet, Waterfront Gallery, The Information Network.*

Sears Home Improvement Products, Orlando, FL

Aug 2004 - Dec 2007

Senior Software Developer / Creative Web Designer

- + Completely redeveloped large scale corporate website using Adobe Creative Suite, HTML, CSS, JavaScript, jQuery, Flash and Video for www.SearsHomePro.com, attracting over 1.2 million visits per year, yielding leads and revenue.
- + Completely redeveloped, designed and integrated enterprise wide corporate intranet to connect over 5000 employees in all departments nationwide: Sales, Marketing, Telemarketing, Information Systems, Finance and Human Resources by using Microsoft SharePoint, HTML, CSS, JavaScript, jQuery, Flash and Video.
- + Applied human factors, user experience design principles and usability testing to all wireframe mockups, prototypes and beta versions using SnagIT, Photoshop, HTML, CSS and other software to create large scale corporate website.
- + Lead all design, development, testing and validation of all consumer websites, internal intranet / extranet sites and In-Store Marketing incentive program by interacting closely with Senior Vice Presidents, Directors, Managers and supporting staff for approval.
- + Define needs and scope for web and video development projects from concept, design and delivery.
- + Create and author custom blended training solutions by applying web-based technologies, user experience principles, video production and DVD/CD-ROM by using Adobe Creative Suite, Photoshop, Dreamweaver, HTML, CSS, JavaScript, Flash, Captivate, Flash Paper, Acrobat, Nero software.

EDO Professional Services, Inc. (formerly AERA, Inc.), Orlando, FL

Aug 2000 - Jul 2004

Curriculum Information Architect, Digital Media Consultant

- + Create, test and implement web based interactive multimedia learning simulations and prototypes for U.S. Department of Defense, NAVAIR Orlando, and several Naval Air Stations / Depots to over 30,000 specific government officials worldwide.
- + Design and create wireframe mockups and content data for eLearning using human factor principles and usability / user interface design, color theory, emerging technology and workflow methodologies by using Commercial off the Shelf (COTS) software, HTML, CSS, JavaScript, jQuery, Flash and Video.
- + Conduct usability testing of new and existing web based training programs and hold de-briefing sessions with project stakeholders to review and prioritize testing results.
- + Demonstrate Interactive Multimedia Instruction (IMI) and web-based marketing products at trade shows and conferences to hundreds of high-ranking government officials and senior executives both foreign and domestic.
- + Collaborate with Instructional Technologists, Senior Instructional Designers, Subject Matter Experts (SME), Engineers, Graphic Artists, Programmers, and Digital Production Crews.

University of Central Florida, Orlando, FL

Apr 1999 - Jun 2001

Computer Lab Manager and Support Specialist

- + Managed fifty Lab Consultants offering technical support to 30,000 university faculty, staff and students. Responsible for computing networks in four labs utilizing 380 computers, including thirty Sun Ultra 5 UNIX workstations.
- + Coordinated with Orientation Team to facilitate student computer lab orientation programs.
- + Supervised CyberKnights computing support program to process, diagnose and solve hardware and software issues such as password resets, internet access, and general network support.
- + Developed user guides for Computer Services' newsletters and Web publications.

Have a Nice Day Café / Bar Orlando, Orlando, FL

Apr 1999 - Jan 2002

Promotions and Marketing Manager

- + Blend creative and administrative abilities to coordinate event concepts and promotions.
- + Establish corporate partnerships and coordinate special event activities.
- + Identify market plan needs by implementing customer surveys and compiling a marketing database.

Campus C-Stores (UCF Campus), Orlando, FL

Aug 1997 - Apr 1999

General Manager / Training Manager

- + Increased projected daily sales by 50%; ranked 3rd highest volume sales nationwide.
- + Responsible for maintaining inventory levels and working with product sales representatives.
- + Developed annual budgets and managed all operating ledgers.
- + Developed training manuals and provide technical support for POS touch screen operating system.

Camelot Music, Charleston, SC

Oct 1993 - Apr 1997

General Manager

- + Increased store volume by 46% (\$1mil); consistently ranked in top third nationwide for store volume.
- + Planned and coordinated promotions, marketing and communications projects. Completed accounting duties including data management, planning and analysis.
- + Managed and restructured a 15-person sales team resulting in increased performance ratings and superior customer service.

Walt Disney World Corporation, Orlando, FL

Aug 1994 - Jan 1995

Retail Host / Internship

- + Achieved outstanding and above average on performance reviews from all work locations.
- + Successfully completed and continually practiced Disney's quality guest experience training program.
- + Utilized field experience for hands-on insights about Disney's innovative technologies, processes, communications issues and styles, and management efforts.

EDUCATION

Valencia Community College, Orlando, FL 2003-2004
Digital Media – Post Graduate Studies

University of Central Florida, Orlando, FL 1998-1999
Management Information Systems – Post Graduate Studies

University of South Carolina, Columbia, SC 1993-1995
Media Arts

AFFILIATIONS

Sundance Film Festival, Park City, UT
Volunteer

Walt Disney World College Program Alumni, Orlando, FL
Management Communications Certification

Metro Orlando Film and Entertainment Commission, Orlando, FL
Member

Media Communications Association International (MCA-I), Orlando, FL
Board Member

Orlando's 36 Hour Video Race, Orlando, FL
Founding Board Member

Women In Film and Television (WIFT), Orlando, FL
Board Member

Cystic Fibrosis Foundation, Orlando, FL
Committee Board Member

Dee Norton Lowcountry Children's Center, Charleston, SC
Community Partner

Robert Ivey Ballet, Charleston, SC
Board Member, Marketing and Media Consultant

Harbour Club / ClubCorp, Charleston, SC
Member