

## **Erik S. More**

41 Sutter Street PMB 1606  
San Francisco CA 94104

[work@erikmore.com](mailto:work@erikmore.com)  
<http://www.erikmore.com>  
415.215.4053

**Objective:** To find a lead position as a user interface specialist in an environment that fosters the planning, development, and testing of user-friendly, engaging interfaces for web applications and websites.

**Summary:** User interface specialist with over 8 years of experience. A strong leader with applied expertise in the planning, testing, and building of user-driven solutions. Strengths include:

- Interface Development
- Usability Engineering
- Information Architecture
- Project Management

### **Experience:**

#### **Wells Fargo, San Francisco CA 08/04-Present**

- Wells Fargo Wholesale Internet & Treasury Solutions division servicing commercial banking customers

##### ***Senior User Interface Designer - Contract***

- Contracted as lead user experience designer for client facing Commercial Electronic Office® portal projects.

- Responsible for all interaction design of the Commercial Card Expense Reporting application including user research, information architecture, user interface and prototype design (Visio, Fireworks, MS Project)

#### **InterMap Systems, Emeryville CA 07/01-07/04**

- ASP targeting healthcare providers, health plans, and pharmaceutical manufacturers

##### ***User Interface Lead***

- Responsible for the information architecture and development of all user interface elements including InterMap Systems' core HealthMap™ platform application and navigation assets. Conducted numerous usability tests, documented results, defined specifications, and implemented user-centric design strategy. Resolved design tradeoffs, product functionality and interface strategy with user needs and business goals for InterMap Systems' enterprise-level HealthMap Platform application.

- Primary architect and developer of Flash/XML navigation assets including data driven menus as well as 100% action-scripted dynamic renderings of over 2,500 interactive flash 'HealthMaps'. (Flash/Action-Script, XML, J-Builder, J-Generator, MS Project)
- Conducted iterative usability studies of InterMap Systems' HealthMap application, including heuristic evaluations and formal video taped testing of representative users. (MS Project)
- Principal information architect, developer, and client contact for all of InterMap Systems' client implementations including Merck & Co., Tenet Healthcare Corporation, and Dartmouth-Hitchcock Medical Center. (Visio, XHTML, JSP, XML/XSLT, Flash/Action-Script, MS Project)

**Diamondcluster International, San Francisco CA****06/00-07/01**

- International technology consulting firm servicing fortune 500 clients

**Technical Design Consultant**

- Practiced user-centered design and participated in usability studies with clients in consulting engagements. Deliverables included site maps, conceptual designs, paper prototypes, functional prototypes, and web applications. Managed projects through entire cycle of production within a diverse environment of internal teams and external CxO level clients.

- Collaborated with Business Strategy teams to create wireframe models based on use-case scenarios for clients such as Bank of America. (Visio, Flash/Action-Script)
- Consulted with fortune 500 companies such as Trans World Entertainment/FYE to create and formally test new product vehicles. (Flash/Action-Script, JavaScript, ASP, Access, MS Project)
- Converted complex business models into functional prototypes for clients such as Chela Financial. (Visio, HTML/DHTML, JavaScript, JSP, Access)

**Market Place Media, San Francisco CA****01/96-06/00**

- Media placement company targeting specialized markets

**Lead Web Developer**

10/98-06/00

- Directed team of developers to define and create online advertising vehicles for Market Place Media that capitalized on the core competencies of the company. Matched the correct service and technology with the client's objective to support their brand, marketing, and business strategies. Utilized Market Place Media's websites as value added tools to leverage offline sales. Functioned in numerous roles in order to create tangible results.

- Developed promotional data capture sites in conjunction with offline events department for clients such as Marshall's. (Flash, HTML, JavaScript, ASP, MS SQL)
- Orchestrated custom estimation, placement, tracking and final reporting to clients such as Mazda for market specific online advertising.
- Created online revenue stream for Market Place Media that returned over \$200,000 in its first fiscal year (1999).
- Led design and construction of added value web development projects for clients such as AT&T and Geico, worth an estimated \$500,000. (HTML, DHTML, JavaScript, Flash, ASP, JSP, Access, MS SQL)

**Webmaster**

10/96-10/98

- Led all aspects of web development with the ability to turn around projects in a timely manner and within budget constraints. Managed web servers and all proprietary sites. Handled aggressive deadlines while juggling multiple projects.

- Created interface, programmed, and maintained Armedforces a commercial vertical portal for the military community. (Visio, HTML/DHTML, JavaScript, ASP, MS SQL, Java, MS Project)
- Constructed and maintained Allcampus a commercial college focused micro portal. (HTML/DHTML, JavaScript, ASP, Real Server, MS SQL, MS Project)
- Increased traffic for commercial sites by 325% with no marketing budget by forging strategic web alliances.
- Primary architect of the Market Place Media Intranet site. (Visio, HTML, JavaScript)

**Web Research Coordinator**

01/96-09/96

- Provided online market research and competitive research to Account Executives.
- Developed and maintained database of market specific websites.

**Technical Skills:**

**Languages:** HTML/XHTML, XML/XSLT, CSS/DHTML, JavaScript, Action-Script, ASP, JSP, PHP, JAVA

**Development applications:** design/illustration (Flash, Photoshop, Illustrator, Fireworks); editing tools (HomeSite, TopStyle, XML-Spy, J-Builder); navigation modeling (Visio, SmartDraw, EZSort)

**Internet Server expertise:** Apache Tomcat, Internet Information Server, WebTrends

**Business applications:** database (Access, MySQL); project management (MS Project); document design (Acrobat)

**Education:**

**University Of California Santa Barbara, Santa Barbara CA**

**09/93-06/97**

*BA Environmental Studies, Minor Art History 1997*

**San Jose State University, San Jose CA**

**(currently enrolled)**

*MLIS Information Architecture*

**Professional Memberships:**

- Human Factors and Ergonomics Society
- BayCHI-Web
- American Society for Information Science and Technology
- Asilomar Institute for Information Architecture