

# Eduardo G. Gomez

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## EXPERIENCE

**Sapient Interactive** <http://www.sapient.com/> Miami, FL  
*Associate Creative Director fulltime* April 2006 – Present

- Manage creative team, account relationship, and web strategy for a major cruise travel brand.
- Architect and concept robust interaction design solutions for rich media experience models

**Avenue A | Razorfish** <http://www.avenuea-razorfish.com/> Seattle, WA  
*Sr. Information Architect fulltime* April 2004 – March 2006

- Recognized by colleagues with *Passion value award* within company UX discipline.
- UI Rapid prototyping and interaction design and user testing facilitation for Microsoft retail marketing & brand awareness online properties.
- Led user interaction design of an online travel-booking engine.

**Sapient** <http://www.sapient.com/> Detroit, MI  
*Sr. Information Architect contract* April 2003 – August 2003

- Led information architecture & user interface design of a dealer-focused web based application related to vehicle order configuration.

**Organic** <http://www.organic.com/> Bloomfield Hills, MI  
*Sr. Information Architect contract* August 2002 – November 2002

- Information Architecture assessment and analysis of a self-support Intranet environment for DaimlerChrysler design engineers.
- Co-authored Jeep.com '03 IA deliverables (feature/functionality matrix, site map, and schematics)

**Xperience Consulting** <http://www.xperienceconsulting.com/> Madrid, Spain  
*User Experience Architect contract* January 2002 – July 2002

- Involved in business development, proposal strategy and client communication.
- Consulted clients on front-end user experience and online usability best practices.
- Developed training materials to help educate the value of information architecture.

**University of Michigan School of Information** Miami Beach, FL  
*Web Architect/Developer contract* October 2001 – December 2001

- Designed UI framework for survey application and web site Information Architecture.
- Web survey application prototype successfully employed at Intel Corporation.
- Examples research project website & survey: <http://www.ipresearch.net/> , <http://www.ipresearch.net/surveySummary/surveyindex.html>

**Scient Corp** Cambridge, MA  
*Information Architect fulltime* August 2000 – September 2001

- Selected by project colleagues as morale leader and team motivator.

*Client: Oil Services Company*

- Designed user interface for vehicle dispatch application.
- Led prototype design of handheld data input application for oil services personnel (Windows CE and Palm OS).
- Counseled client as usability expert on integration of 3rd party asset management, maintenance & scheduling software.

**Harvard Business School** Ann Arbor, MI  
*Research Associate part-time* January 2000 – September 2000

*Project: Information Elite - <http://www.indigosim.com/> (requires java plug-in)*

- Designed and developed application user interface for a Java based learning tool to educate senior business executives on advanced concepts in information theory.

- Chosen by peers as regional office inspirational leader and presented to corporate office as model employee.
- Authored technical research paper on usability of online product configuration, leading to internal adoption of e-commerce best practices for clients.

*Client: DaimlerChrysler*

- As creative lead, educated project teams on successful conceptual model development.
- Designed site organization at all levels and consulted client on retail marketing online strategies for Jeep brand: <http://www.provisions.jeep.com/>
- Successfully consulted client on expanding Jeep brand value as an online customer experience.
- Recognized by clients and Organic Managing Director as an inspirational leader.

*Client: General Growth Properties*

- As Lead Information Architect, designed e-commerce retail content and user interface design.
- Developed and communicated site map/navigational structure to client and technical implementation team, including third party vendors.
- Managed prototype development and testing for early phase usability tests.

**University of Michigan School of Information**  
**Graduate Research Associate**

Ann Arbor, MI  
May 1999 – October 1999

- Project: Matrix of Change* - <http://www.mrnovelty.com/thelab/moc/MatrixDemo/moclass.html> (requires java plug-in)
- Developed java based object architecture including programming of application.
  - Defined meta data needs and integrated XML read/write functionality within application.
  - Developed web marketing content including a web based help and tutorial system for online applet.

## EDUCATION

**University of Michigan School of Information** <http://www.si.umich.edu/>  
**Master of Science in Information**

Ann Arbor, MI  
August 1999

- Emphasis on information theory, visualization and design
- Awarded *General Tuition Scholarship* for academic achievement.

**Undergraduate Education**

- Post Baccalaureate study of Microbiology at the University of Miami '96
- Bachelor of Science in General Biology (August 1995) from the University of Michigan (Ann Arbor)

## SKILLS

*Technologies*

- Trained in GUI customization with Documentum and eRooms digital asset management system.
- 3 years of Java AWT, Swing GUI programming experience, Flash ActionScript experience (5 years)
- Commonly used design applications: Dreamweaver, Flash, Photoshop, Illustrator, Inspiration, Visio.
- Extensive use of XML data formats implementation with Java and Flash.
- Web programming skills: MySQL/PHP (4 years), CSS & HTML (4 years)

*Communication*

- Strong client communication and client management skills
- White paper on "E-commerce usability standards" (2000) <http://www.mrnovelty.com/AppleDellusability.pdf>
- Project orientation geared around group collaboration, team awareness and motivation.

*Miscellaneous*

- Inventor and developer of Killerclips.com (2002 - present) <http://www.killerclips.com/index.php?t=0>
- 45 day road trip across all of Spain (2002) <http://projects.si.umich.edu/~egomez/>
- Develop first blog with XML in Flash 5 (2001) <http://www.mrnovelty.com/flog.html>
- Member of American Society for Information Science and Technology (ASIS-IA)