

Eduardo G. Gomez

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EXPERIENCE

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

- Recognized by colleagues with *Passion value award* within West Coast UX discipline.
- UI Rapid prototyping and interaction design including user testing facilitation for Microsoft retail marketing and brand awareness online properties.
- Evaluated and recommended user experience transaction design best practices for a promotion heavy online Las Vegas travel-booking engine.

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

- Revised information architecture & interaction detail design of a dealer-focused vehicle order and tracking web application.
- Currently implemented with hundreds of dealers allowing auto manufacture to streamline inventory analysis and management for both parties.

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 building business development opportunities with existing clients to promote user experience centered-design training and education.
- 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 and developed online survey materials including web site.
- Web survey application prototype successfully employed at Intel Corporation.
- Examples research project website & survey: <http://www.ipresearch.net/>

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

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

Client: Oil Services Company

- Led ethnography analysis and report of target oil services regions to design improved vehicle dispatch application and remote field data entry. <http://www.mrnovelty.com/casestudy.php?cs=scnt&step=1>
- Led prototype design of handheld data input application for oil services personnel (Windows CE and Palm OS). <http://www.mrnovelty.com/casestudy.php?cs=scnt&step=3>
- Counseled client as usability lead 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/>

- Designed and developed application user interface for a Java based social network graphing utility to educate senior business executives on advanced concepts in information theory.
- Application employed at Tulane and Harvard business education programs on information economics.

Organic Inc <http://www.organic.com/> Bloomfield Hills, MI

- 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. <http://www.mrnovelty.com/casestudy.php?cs=ognc&step=special>
- Designed site organization at all levels and consulted client on retail marketing online strategies for Jeep brand: <http://www.provisions.jeep.com/>
- Successfully presented e-commerce information architecture and creative strategy client on expanding Jeep Provisions brand as an online customer experience.

University of Michigan School of Information

Ann Arbor, MI

Graduate Research Associate

May 1999 – October 1999

Project: Matrix of Change - <http://www.mrnovelty.com/thelab/moc/MatrixDemo/mocclass.html>

- Developed java based object architecture including programming and design for GUI application (in 3 months) including XML integration.
- Interaction design and UI adopted for visual basic version at MIT School of Management for executive education
- 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/>

Ann Arbor, MI

Master of Science in Information

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.
- 4 years of Java AWT, Swing GUI programming experience, Flash ActionScript experience (4 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

- Current Blog: <http://www.mrnovelty.com/>
- Excellent team collaboration and creative facilitation skills. Strong client communication and client management skills
- White paper on "E-commerce usability standards" (2000) <http://www.mrnovelty.com/AppleDellusability.pdf>

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)