

Daniel Farrow - User Experience Engineer
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Objective	My objective is to obtain a dynamic and challenging position which allows me to utilize and expand my experience in account management, user experience design, project management, system design and architecture, and web / multimedia development. I want to work with creative and interesting people to build great experiences for users.
Experience	<p>2014–Present Empirix, Inc. Billerica, MA</p> <p>Principal UI/UX Engineer</p> <ul style="list-style-type: none"> • Evangelize for a user-centric culture across the organization, align UX team goals with business strategy • Lead user research efforts including user/customer interviews, contextual research visits, user surveys, etc. • Provide proto-persona development, goal/task analysis, journey/scenario analysis • Provide heuristic user experience evaluation of existing products to determine where best practices can be applied and enhancements made • Provide analysis of research findings and present to product managers, developers, quality assurance, sales/marketing, support/maintenance and executive team • Provide information architecture analysis and redesign for complex applications, integration of various products into a unified product suite • Mock-up potential user interfaces at various levels of fidelity (pencil sketches, Visio wireframes, interactive Balsamiq mockups, pixel-accurate Photoshop mockups, interactive HTML prototypes, etc.) • Provide user testing of mockups at various levels of fidelity, observe users attempting to complete goals in order to determine opportunities to improve design • Develop web sites and on-premise web applications using HTML5, Bootstrap, jQuery, AngularJS, EmberJS, NPM, Bower, Grunt, Gulp, OpenAM, Java/JSP, Tomcat, TomEE, SUSE Linux, Apache, PostgreSQL, MySQL, MS-SQL, etc.

2010–2014 NASDAQ OMX, Inc. Marlborough, MA

Development Manager, Webcasting

- Lead the development efforts for Multimedia Webcasting Solutions at NASDAQ OMX, manage local and global resources
- Work with business product owners and end users to determine highest value features needing implementation
- Use Agile Software Development methods to deliver value to customers; Help create/estimate User Stories, participate in Backlog grooming and Sprint planning/retrospectives, act as Scrum master on daily Scrum meetings
- Responsible for delivery of live/on-demand streaming media presentations to Windows, OS-X, Linux, iOS and Android devices to top-tier clients
- Responsible for application system design/architecture to meet functional, performance, reliability, maintenance, scalability, and security requirements
- Extensive hands-on development of web-based applications using ASP.NET (3, 3.5, 4), ASP.NET MVC (3, 4), Castle Windsor, NHibernate, ColdFusion (8, 9), PHP (5)
- Design, develop and admin SQL Server 2008, MySQL and Oracle databases
- Develop with JavaScript frameworks such as jQuery, JavaScriptMVC, D3.js, Backbone, MooTools, swfObject, swfAddress, etc.

2008–2010 Brownstein Group, Inc. Philadelphia, PA

Web Development Director

- Lead the development efforts and manage the web development team (of interns, FTEs, and consultants) at the Brownstein Group
- Mentor and train developers, create procedures/processes to facilitate Brownstein Group development efforts, lead code reviews, etc.
- Coordinate and manage external vendors and consultants to deliver technology solutions
- Help develop pitches, proposals, budgets and timelines for client projects
- Develop/review creative concepts for interactive applications/interfaces
- Interface with both technical and non-technical personnel to develop concepts, gather requirements, solve problems, facilitate projects, etc.
- Design and administer databases using SQL Server 2000/2005, MySQL, SQLite
- Extensive experience with ActionScript (2,3) development and libraries such as Tween, TweenLite, Papervision, etc.
- Manage and administer multiple IIS web sites running under Windows Server 2000 and Windows Server 2003, Apache 2.1
- Set up and administer version control systems for our development team.
- Develop custom-built and off-the-shelf Web CMS solutions (such as

	<p>2006–2007 Digitas-Health, Inc. Philadelphia, PA</p> <p>Senior Developer</p> <ul style="list-style-type: none"> • Architect and Develop cross-browser compatible, valid, SEO friendly web applications using XHTML, ASP.NET (1.1, 2.0), VB.NET, C#, JavaScript, CSS, XML, XMLHttpRequest and related technologies • Use Flash, Flex, and Object Oriented ActionScript (2, 3) to create CD-ROM and web based applications and interactive tools • Use JavaScript frameworks to provide rich, cross-browser compatible web experiences (i.e. Scriptalicious, Prototype, MooTools, etc.) • Use Photoshop, Illustrator, Freehand and Fireworks to format and create graphics for web and desktop application projects • Develop kiosk and tablet based multimedia applications using Flash and the .NET framework • Design and Develop database systems to support web applications using Oracle 9, SQL Server (2000, 2005), SQL, T-SQL, SQLite • Develop timelines and requirements documents for client projects
	<p>2004–2006 Fabian-Baber, Inc. Springfield, PA</p> <p>Web/Multimedia Development Consultant</p> <ul style="list-style-type: none"> • Lead technical direction of the Multimedia Design and Development Team • Communicate with clients and manage project resources throughout all phases of the project life cycle • Convert client requirements, ideas and content into actual applications. • Develop proposals, timelines, and requirements documents for client projects • Design and develop educational games and multimedia applications using Macromedia Flash 8 and Director MX 2004 • Use Macromedia Director, Flash 8 and Flash Communication Server for multimedia development • Make extensive use of Actionscript 2.0 for multimedia development in Flash 8, including Flash/XML integration and Object Oriented Design

	<p>1999–2006 Vioworks Bensalem, PA</p> <p>Web/Multimedia Developer</p> <ul style="list-style-type: none"> • Develop web-based streaming video / slide presentations with learning assessment tests using Flash 8 and Flash Communication Server • Create CD-ROM based multimedia learning applications incorporating video, audio, 2D / 3D animation, text and graphics for Continuing Medical Education purposes • Design user interfaces for web sites and CD/DVD multimedia projects • Create web pages using hand coded HTML, Microsoft Visual Interdev, XHTML, JavaScript, DHTML, CSS, ASP.NET, PHP, and Perl • Design database schema, implement using SQL (MS SQL Server, Oracle) • Developed usability testing methods according to the Usability Engineering Life Cycle (including user task analysis, observation and surveys) to support the software development group
	<p>1997–1999 Red Sector A, Interactive Mount Laurel, NJ</p> <p>Web Designer/Developer</p> <ul style="list-style-type: none"> • Created web pages using hand coded HTML, Microsoft Visual Interdev, HTML 3.2 & 4, JavaScript, DHTML, CSS, ASP and VBScript • Used Adobe Photoshop, Illustrator and similar programs to create web graphics • Created web animation and multimedia using Macromedia Flash • Developed custom icons, characters, animation and multimedia for clients • Created web site documentation for different levels of users
Education	<p>1992–1997 Drexel University Philadelphia, PA</p> <p>B.S., Computing and Information Science</p>