

## Daniel Farrow – User Experience Engineer

### 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

2014–Present                      Empirix, Inc.                      Billerica, MA

#### **Director of User Experience**

- 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 Tweeners, 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 Ektron CMS400.NET, Umbraco, SilverStripe, etc.)
- Develop with Rich Internet Application technologies such as Adobe Flex and Microsoft Silverlight (including custom component development)
- Construct on-line eCommerce sites utilizing COTS (ProductCart) and web ASP solutions (such as Volusion, NetSol eCommerce, Yahoo! Stores etc.)
- Continually keep abreast of emerging trends and learn new technologies to help clients achieve their technology objectives
- Ensure technology solutions are delivered with high quality, on time and within budget

2006–2007                      Digitas-Health, Inc.                      Philadelphia, PA

**Senior Developer**

- 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

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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

2004–2006 Fabian-Baber, Inc. Springfield, PA

#### **Web/Multimedia Development Consultant**

- 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

1999–2006 Vioworks Bensalem, PA

#### **Web/Multimedia Developer**

- 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

1997–1999 Red Sector A, Interactive Mount Laurel, NJ

#### **Web Designer/Developer**

- 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

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- Created web site documentation for different levels of users

## Education

1992–1997                      Drexel University                      Philadelphia, PA  
B.S., Computing and Information Science

## Technical Skills

XHTML, HTML	JavaScript (jQuery, JavaScriptMVC, D3.js)
CSS	SQL, SQL Server 2005, MySQL, SQLite
ASP	ASP.NET (2.0, 3.5), ASP.NET MVC 3
Director Lingo	Flash ActionScript (2, 3)
Internet Information Server (6, 7)	PHP 5
Apache 2.1	JSP
Adobe Photoshop	Adobe Illustrator
Adobe After Effects	Adobe Premiere
Macromedia Flash	Flash Communication Server
Macromedia Director	Macromedia Captivate
Macromedia Freehand	Macromedia Dreamweaver
Macromedia Fireworks	3DS Max
Alias Maya	PERL
XML, XSLT	AJAX, AHAH, JSON
Volusion, NetSol eCommerce	Microsoft Silverlight