

Enrique Sallent
Senior User Experience Designer
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OBJECTIVES:

A position where I can use my talent as User Experience and Interface Design, as well as my technical skills to develop software with a great user experience.

PROFILE:

As my resume and web site illustrates, I have the design experience, technical knowledge, and expertise to effectively:

- Produce the foundation of User Experience Design that include the creation of site maps, user flows, wireframes, and navigation paradigms based on the principles of User Centered Design, Information Architecture, Usability, and Human Factors design.
- Create graphical and HTML prototypes for clients' web applications.
- Create wireframes for web pages templates.
- Write test scripts for User Testing.
- Balance the targeted user needs with business requirements and technical considerations.
- Provide design leadership and the ability to effectively communicate the resulting plans to the development team and business owners.
- Develop user interfaces with a working knowledge of client-side web technologies such as HTML, DHTML, XHTML, JavaScript, Flash, and CSS within several different web server application environments.
- Debug HTML, JavaScript and DHTML for different platforms (PC and Macs) and browsers.
- Translate client's offline corporate image and marketing campaign to online campaigns and web sites.
- Ten years of successfully designing, developing and deployment of award winning web sites for companies such as: *Bacardi, Panasonic Consumer Electronics, Panasonic Personal Computers, Goldman Sachs, Citigroup and Bear Stearns.*
- Two years lecturing about Basic and Advance PhotoShop techniques; HTML development; and, Introduction to Flash at the New York University.

RELATED SKILLS:

Programming: HTML 4.0, XHTML, CSS, DHTML, JavaScript, ActionScript, PHP, MySQL.

Design/Productivity: Visio, MM Flash MX, Adobe PhotoShop/ImageReady, MM Dreamweaver MX, BareBones BBEdit and Allaire's Homesite, Illustrator, Apple Quicktime, RealProducer, RealMedia, SoundEdit, Peak, Excel Spreadsheet, PowerPoint and Microsoft Word, QuarkXpress, MM Director.

Operating Systems: Windows, Macintosh (OS 9.x, OSX), UNIX and DOS.

Other Skills: In-depth knowledge of Photography and Digital Imaging.

Programming Languages/Internet Development:

- Very proficient using Visio to create wireframes and workflows to design User Interface.
- Proficiency using MS Project to scope
- Experience at-large debugging HTML, CSS, JavaScript and DHTML for different platforms and browsers.
- Proficient writing PHP/MySQL web applications.
- Telnet and FTP Software.
- IIS, Apache and Tomcat web server set-up.
- Comfortable working on ClearCase or CVS environments.

SUMMARY OF EXPERIENCE:

- Bear Stearns, NJ Vice-President/*Senior Information Architect* 05/05 - Present
- Created and revised information architecture documents including but not limited to; site maps, user profiles, user scenarios, use cases, wireframes, content matrices, flow diagrams/process maps, and detailed functional requirements/specifications.
- o Worked closely with internal and external clients to translate business requirements for large and small, media-rich, web-based projects into intuitive UI designs.
 - o Took the business requirements and applying them to design state of the art front end systems used by external clients of GCS Prime Brokerage.
 - o Worked independently with business users to help reach consensus on overall design strategies.
 - o Worked with technical leads and developers to communicate the requirements and apply project management skills to ensure projects are completed on time.
 - o Architected the information flow to come up with detailed wire frames and screen designs using Visio.
 - o Built interactive prototypes using dHTML and Tibco GI to demonstrate the new functionality.
 - o Performed heuristic site evaluations and competitive site analysis.
 - o Created and revised information architecture documents including but not limited to; site maps, user profiles, user scenarios, use cases, wireframes, content matrices, flow diagrams/process maps, and detailed functional requirements/specifications.
 - o Captured and created style guides and standards for the BearPrime portal.

Personal/Professional Website:

- The Pixel Home, NY *Incorporated/Owner* 06/01 - 05/05
- Freelance/web designer consulting between 2001 and 2004. All projects were conducted on a corp-to-corp basis through this my old corporation, Andante Media Interactive. In this period, I was involved in the projects listed below. Please visit <http://www.thepixelhome.com/> for a portfolio review. Skills used: information architecture, web design, flash, photography, html, CSS, Javascript, MySQL & PHP coding and implementation.

Financial Portals/Corporate:

- Harrisdirect, NJ *Senior Web Designer* 01/05 - 05/05
- o Developed and implemented screens based on corporate standards. These screens were used to demonstrate navigation flow, functionality, look and feel, interactivity; and, web usability.
 - o Assisted web producers developing the Information Architecture, navigation flow and usability.
 - o Prepared groundwork for developers.
 - o Skills Used: Created jsp files, using, HTML, dHTML, Javascript, CSS, XML, Unix
 - o Private login

- Citigroup, NY *Art Director/Information Architect* 06/04 - 01/05
- o Designed Global Equities Online (GEO) and Global Equities Revenue Information (GERI), web portal interfaces.
 - o Skills Used: Photoshop, Illustrator, Visio. Developed HTML prototypes, CSS, JavaScript and templates for BEA Weblogic system.
 - o Private login

- Goldman Sachs, NY *Art Director/Senior Web Designer* 10/02 - 04/03
- o Designed look and feel for: Global Cash Portal, SMARTPlus web application and TradeFlow web application.
 - o Skills used: Photoshop, Illustrator. Created HTML prototypes. Assisted management developing the Information Architecture and navigation flow. Wireframes, layout and HTML templates for JSP.
 - o Private login

- NSC Technologies, NJ *Web Designer* 07/03 - 10/03
- o Developed HTML templates for AT&T Support site.
 - o Related URL: <http://support.attwireless.com/awswls/support/index.jsp>.
 - o Skills used: HTML formatting, JavaScript, and CSS.

Brochure Type Web Sites:

- o <http://www.quonset.net/>, web design, Information Architecture, HTML and PHP coding.
- o <http://www.americandurobeam.com/>, <http://www.americandurospan.com/> web design, Information Architecture, HTML and CGI coding.
- o <http://www.steelbuildingscom.com/>: web design, Information Architecture, HTML and CGI coding. Spanish version of the American Duro Span web site.

Flash/Multimedia:

- o <http://www.lindebladpiano.com/restoration.htm>, designed and created multimedia presentation.
- o <http://www.toqueprofundo.com>, developed web site using a combination of HTML, CSS, QuickTime, Flash and PHP.
- o Dept. of Education of the Commonwealth of Bahamas: created educational modules/interactive games using Flash. Was involved in the project from the creation of the storyboards, interacting with illustrators, animators and back-end programmers.
- o <http://www.noggin.com/shows/tweenies.php>: developed web site using a combination of HTML, d-HTML, CSS, Flash and PHP.

e-Commerce:

- o <http://www.modernlenses.com/>: web design, html coding and implementation.
- o <http://www.cyberfiberonline.com/>: web design, Information Architecture, HTML coding and CGI.
- o <http://azphalt.com>, e-commerce, developed web site using a combination of HTML, JavaScript, PHP, CSS and RTML.

Non-Profit Organizations:

- o <http://www.theirc.org/>: web design, HTML templates and CSS coding.
- o <http://www.womenscommission.org/>: web design, HTML templates, CSS and JavaScript.
- o <http://www.rhrc.org/>: web design, HTML templates, CSS and JavaScript.
- o <http://www.bergenhudsonredcross.org/>, web design, Information Architecture, HTML coding.

Webmaster:

- o <http://www.diversitycareers.com/>
- o <http://www.thepixelhome.com/>

New York University (NYU), NY *Teacher Assistant* 01/2001 - 06/2003

Traction Interactive, NY *Senior Web Designer* 11/1999 - 06/2001

- o Merrill Lynch, Reserve Share Program (RSP intranet), developed HTML prototypes, templates and screens for ASP environment. (Private login)
- o Ignite Learning web site intro: [Ignite Learning](#), art direction and storyboards.
- o [Purepac product catalog](#): wrote CGI using Perl, and implemented HTML.

Renegade Marketing Group, NY *Webmaster* 05/1997 - 11/1999

- o Designed, coded and conceptualized the look and feel, Information Architecture and successful implementation for [Panasonic](#) Personal Computers and Consumer Electronics web site sections. (1997 - 2000)

EDUCATION:

Pratt Institute Manhattan, NY, NY 08/1994 - 05/1996

- Graphic Design

School of Continued Education New York University, NY, NY 08/2000 - present

- *Usability Testing (2007)*
- *Designing Web Usability (2004)*
- *Multimedia Content for the Internet (advanced) (2001)*
- *Webmaster: Advanced Internet Technologies (2000)*

AWARDS AND RECOGNITIONS:

Citigroup: recognition for the Design work done for the "Global Equities Online" web portal

Digital Photo Contest:

- November 2004, Award for the "Best in Category" for the Digital Art Category
- January 2005, Awards for the "Best in Category" for the Action/Journalism and Still Life categories

Digital Image Café:

- November 2004, Photo of the Week Award
- February 2005, Photo of the Month Award
- January 2006, Second place Photo of the Month Award

Languages: Fluent writing, reading and speaking Spanish