

# Daniel P. Damir

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## Core Competencies

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Over 10 years of **Web Application User Interaction and Design** experience with expertise in the following:

- User Experience Analyst
- Human Computer Interaction
- Web Design and Page Layout
- Usability and Conceptual Design
- High Resolution Wireframes
- Final Design Prototypes
- User Interaction Patterns
- Visual Display of Quantitative Information

## Professional Experience

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04/07 – Present **Lehman Brothers – Capital Markets Prime Services – NY**

### **SR. ANALYST / AVP – USER EXPERIENCE**

- Create and implement the new User Experience Application Guidelines which contains a library of new interaction modules, visual styles, branding modules, user interaction patterns, consistent naming convention, error handling modularization, best Web 2.0 practices.
- The User Experience Design Process was promoted and documented in collaboration with Brad Paley - professor at Columbia University, 20 years experience in Interaction Design and Cognitive Engineering
- Redesign and integrate all applications of the Prime Services Division with the existing Lehman Brothers applications and web sites. Redefine the entire look and feel, layout, interaction, typography and color scheme for the application pages and the portal components.
- Rework the workflow of main blotter pages and other applications: Wires, Buy /Sell, Files Manager, implement the new “Blue” color scheme; build the user-interface wireframes and prototypes.
- Invent and supervise the implementation of new user interaction modules (i.e. combo tabs),
- Initiate and manage the redesign of the new reporting application by leveraging the style guide, from discovery, workflow, final screens and implementation, involve the end-users in usability reviews and incorporate appropriate user feedback
- Define the new user experience process by creating a better translation of the business requirements into wireframes, screen designs, demos and prototypes. Improve collecting the data from the business and external clients; analyze the application workflow as a necessary step in the user centric design.
- Work with multiple business users, product managers, technology project managers and developers.
- Liaison for multiple third party vendors; manage multiple projects and coordinate other designers.

04/04 – 04/07 **Citigroup - Smith Barney (Adecco) NY**, <http://www.smithbarney.com>

### **SR. INTERACTION DESIGNER & USABILITY ENGINEER**

- Provide interpretation and extend Citigroup / Smith Barney’s online brand
- Create usable navigational schemas from complex taxonomies; information design / architecture (i.e. content layout) based on a solid understanding of screen ergonomics
- Participate in requirements gathering, translate business / functional requirements / use cases into flat and interactive wire frames, storyboards, flowcharts and site maps
- Create UI designs, interactions and deliverables that are esthetically pleasing, intuitive, and straightforward from an end user perspective.
- Generate mockups and prototypes using a variety of media and present designs to business and technology partners to ensure all aspects of the system are represented and designed appropriately
- Identify, escalate and resolve incidents and issues for UI
- Establish and utilize a comprehensive set of online design and usability standards and guidelines: apply usability frameworks and processes including scenarios, personas, profiles
- Create navigation models, application workflows, document user needs and behaviors
- Liaison for marketing, business, legal, operations, and developers.

**Citigroup Alternative Investments (Polaris) NY**, <https://www.citigroupai.com>

**SR. UI / WEB DESIGNER**

- Lead the design, usability and user interface of web applications, IT projects and Data Warehouse in the Financial Services Technology Group.
- Participate in requirements gathering, scope and storyboarding, build wire frames, develop mock-ups and flowcharts, site maps and detailed UI design for web-based client applications.
- Create navigation models, application workflows, document user needs and behaviors, and build screen layouts. Liaison with marketing, business, legal, operations, and developers.
- Define, maintain, and enforce GUI for Citigroup branding requirements, in conjunction with developing design variations for new applications. Create and maintain a guideline compliant graphic resource gallery with assets that can be leveraged across company.
- Design and build cross-platform/cross-browser compliance and instructional materials to help Citigroup employees follow corporate policies.
- Daily releases, changes and document maintenance for all intranet web sites.

07/03 – 03/04

**Independent Consultant** – NY

**Edelman / True Beginnings - WEB DESIGNER**

- Create the new graphic line and corporate design for TRUE BEGINNINGS Inc.

**Grey Direct / Bellsouth - WEB DESIGNER**

- Design the look and feel of “BellSouth Answers” section from www.bellsouth.com and information architecture for “My Account” section targeted for the existing customers.

**CT Networks - ART DIRECTOR (07/06 – 09/06)**

- Design new logos/identity packages and maintain corporate identity in regards to logo integrity, corporate colors and branding; redesign and maintenance for company website and intranet.
- Conduct web-marketing study for search engine optimization and pay per click advertising.

**Artemide Inc. - WEB DESIGNER**

- Design and develop complete user interfaces in a web-based and business presentation environment.

03/01 – 07/03

**NYU/SCPS Information Technology** – NY, <http://www.scps.nyu.edu>

**SR. INSTRUCTIONAL DESIGNER**

- Create and design NYU’s on-line multi-media presentations and student curriculum.
- Conceptualize, design and create web graphics and mockup using Photoshop, Illustrator. Hand code the prototypes using CSS, Java Script, PDF, GUI’s and Flash MX-Action Script animations.
- Design the user interface and online artworks according to writer specifications and guidelines. Create the look-and-feel, storyboards, mock-ups and prototypes, performed usability testing.

**Independent Consultant, NY - MULTIMEDIA DESIGNER**

Projects: Work and Play, Quantum Bit, Unicorn

- Develop multimedia and web-based application products and services using Flash, Photoshop, Illustrator, DHTML and CSS. Create unique and effective designs for web-based projects using typography, iconography, color and layout.

08/00 – 03/01

**Riverdeep / SmartStuff Software**

**WEB DESIGNER / INTERFACE DESIGNER**

- Design the look and feel of two live web sites (Smartstuff.com and XcursionCentral.com) and one development project for a new web application targeted for the e-learning market; developed a maintenance system for integration of new elements with the existing ones.
- Create the new graphic line and corporate design for company web sites; coordinate the UI design with all departments involved in the development process.
- Design cross-platform, user-centric interfaces based on flowcharts, storyboards and site-maps; create original graphics and icons, implement web design parameters, style guides and visual standards.
- Establish and produced graphic materials for use in advertising and promotion of online services and products. Managed multiple projects in parallel.

06/96 – 04/00

**Roxart Ltd / Active Media Inc.**

**WEB GRAPHIC DESIGNER / FLASH ANIMATOR**

- Design and maintain the look and feel of company’s web sites and marketing materials.

- Conceptualize, design and program instructional animations, drawing, motion paths and layers, create and implement movie clips and sounds.
- Define, maintain, and standardize the user interface, create and maintain a guideline compliant graphic resource gallery with assets that can be leveraged across company.

## **Technical Skills**

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- Adobe Photoshop, Illustrator, Image Ready, Acrobat, Freehand
- Flash MX, FLEX, HTML, XHTML, DHTML, CSS, JavaScript
- Dreamweaver, Fireworks, FrontPage, QuarkXPress, Page Maker
- MS Visio, PowerPoint, MS Office
- Knowledge of JSP, ASP

## **Education and Training**

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- Human Computer Interaction – Web 2.0 Expo New York (O'Reilly Media)
- Application Usability (Chris Nodder, Nielsen Norman Group)
- The Science and Art of Effective Web and Application Design (Human Factors International, NYC)
- B2B Experiences in Consumer-Oriented Web World (Martin Hardee, Cisco.com and Marilyn Salzman, Sun Microsystems)
- Financial Markets and Products (Polaris)
- Adobe Certified FLEX (Smith Barney)
- Communication Skills: Result through Collaboration (Learning Tree- Phillip Walker, Ph D)
- Web Design and Programming (Mind Leaders)
- XHTML, DHTML, CSS, GUI Design (Mind Leaders)
- 3D Design and Animation (Portland State University)
- 1996: Bachelor of Fine Arts – National University of Fine Arts (Bucharest, Romania) # 1 Arts School in the Nation/Eastern Europe.

## **References**

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- Available upon request