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DIRECTOR OF HUMAN EXPERIENCE

CAREER HIGHLIGHTS

- Using JavaScript frameworks, created a way to "Drag & Drop" in Microsoft **SharePoint** for the GFS Ignition Portal at Microsoft.
- Conceived, Created and designed the **search engine Information.com**. (Global top 500 sites on the web - Alexa Rank)
- Successfully led the creative UI vision of the music website **American Idol Underground** from conception to over 1 million unique hits a week.
- Designed Siderean's Seamark UI which was named by **KMWorld**, as one of the **Top Trend-Setting Products of the Year!** (2006).

EVANGELISM

IRISH MICROSOFT TECHNOLOGY CONFERENCE

Dublin, Ireland 2008

Lecture: "What Species Is Your User" - The underlying biology of creating rich interactive experiences, and a strategy to bring your Silverlight applications to life.

NEXTGEN USER GROUP

Coventry, England October 20th 2008

INTERNATIONAL COGNITIVE DESIGN CONFERENCE

Lubeck, Germany February 3-5 2009

TOP SECRET
UNCLASSIFIED



PROFESSIONAL EXPERIENCE

CISCO SYSTEMS

Manager User Centered Design - Voice Technology Group (VTG)
1/2008 - Present

Management	Projects	Contribution	Technologies
<ul style="list-style-type: none"> o Hiring manager o 7 direct reports o Career goals and evaluation o Team morale motivation. o Disparate vendor management 	<ul style="list-style-type: none"> o Conference Clients o Enterprise IM o Web 2.0 o WebEx 	<ul style="list-style-type: none"> o Project Management o UI Spec Development o Contextual Inquiry o UED/Interaction Design o Rapid Prototyping o Report to Cordell Ratzlaff 	<ul style="list-style-type: none"> o Adobe Suite (all) o Visio o MS Project o Expression Suite o Visual Studio o XAML

MICROSOFT

Product Manager / User Experience Lead
8/2006 - 1/2008

GFS MSN Live | Product Manager / Sr. Contributor

Management	Projects	Contribution	Technologies
<ul style="list-style-type: none"> o Team morale motivation o Disparate vendor management o Present Concepts to Executives 	<ul style="list-style-type: none"> o Ajax into SharePoint o Microsoft Ignition Portal o Web 2.0 	<ul style="list-style-type: none"> o Requirements Capture o UI Spec Development o UED/Interaction Design o Rapid Prototyping o Project Management o Marketing Strategy Plan o Contextual Inquiry and Test Plan o Front End Web Development (CSS, JavaScript, C#) 	<ul style="list-style-type: none"> o Adobe Suite o Visio o MS Project o Expression Suite o Visual Studio / XAML o JavaScript DOJO Frameworks o CSS

Service IT | User Experience Lead

Management	Projects	Contribution	Technologies
<ul style="list-style-type: none"> o UED Lead o Coordinate with disparate dev teams 	<ul style="list-style-type: none"> o TSP Plug-in for Visual Studio (VSTF) 	<ul style="list-style-type: none"> o Requirements Capture o UI Spec Development o UED/Interaction Design o Rapid Prototyping o Clickable Prototype Development o Visual Design / Styles o Contextual Inquiry and Test Plan 	<ul style="list-style-type: none"> o Adobe Suite o Visio o Flash / AS 2.0 o Visual Studio Team Foundation o TSP Methods



AMERICAN IDOL UNDERGROUND

Associate Creative Director

9/2005 - 8/2006

Management	Projects	Contribution	Technologies
<ul style="list-style-type: none"> o Design Team hiring o 10 direct reports o Career goals /evaluation o Vendor management o Fremantle engagement 	<ul style="list-style-type: none"> o RIA's E-Commerce Music Website o Print collateral (Rolling Stone/Music Connection) 	<ul style="list-style-type: none"> o Online market strategy o Visual design & direction (site and collateral) o Requirements capture o UI spec dev & style guide o UI hotspot tracking / testing o UED/Interaction Design o Rapid prototyping 	<ul style="list-style-type: none"> o Adobe Suite o Visio o MS Project o ASP.NET o CSS o JavaScript o Data driven o Flash AS2

OVERSEE.NET

Product Manager - Search Engine Information.com

9/2004 - 4/2005

Management	Projects	Contribution	Technologies
<ul style="list-style-type: none"> o 2 reports o Presented to stakeholders o Strategic partnerships o Marketing strategy o Revenue modeling 	<ul style="list-style-type: none"> o Search Engine 	<ul style="list-style-type: none"> o Product conception o Market / user research o Requirements documentation o Analytics tracking o UED/Interaction Design o Rapid Prototyping o Usability testing 	<ul style="list-style-type: none"> o Adobe Suite o Visio o MS Project o WAP/WML

DIGITAL EVOLUTION

Client Services - Multiple Roles

5/2002 - 1/2004

Role / Project

- o Project Director - EMTM (Interactive Training)
- o Sr. Web Developer - Digev Corporate Web Site
- o Project Manager / Dev - Corporate Intranet
- o Sr. UI Designer - Sony APG Intranet
- o UI Designer - Nissan Brand Performance System
- o Flash Developer - The Zenith Insurance
- o Lead Developer - Hewlett Packard CRM Site.



SUPERFLY INDUSTRIES, LLC

Founder & CEO

Web Development, Design and Usability / Heuristic Evaluation
Consulting.
1996 - 2006

Management	Projects	Contribution
<ul style="list-style-type: none"> o Company direction and market strategy o Business relationships o Corporate budgeting o Team building o Disparate vendor management o Technical / artistic staff interviewing o RFP/RFI Response & Bid 	<ul style="list-style-type: none"> o 200 plus client base o MGL Entertainment o 5G Wireless (UCLA Portal) o Siderean Software (NSA, NASA, Oracle) o Venice Nutrition o Crowne Limousine o Infomercial Host: Forbes Riley o Inhost Web Hosting (Globe Motorsports, Wyenet) o IDT Technologies - EZCD Stack o Designer Tracy Ross o Lone Wolf Cigars o Hollywood Aid o Any many others... 	<ul style="list-style-type: none"> o Proposal Drafting o Project Management o Spec Development o Contextual Inquiry / Usability Testing o Usability participant recruitment o UED/Interaction Design o Rapid Prototyping o Visual design o Hypervideo and interactive flash video o RFID Video

EDUCATION

- Carnegie Mellon University '97
BA English, Cognitive Science
- Culinary Institute of America - Grey Stone Campus

MOTION PICTURE

- Worked on numerous feature films, and provided all video assist to the director, writer, and producers of the Academy Award winning film American Beauty.

IMDB.com/bsykes



AFFILIATIONS

- o UPA - Usability Professionals' Association
- o AIGA - American Institute of Graphic Arts
- o ACM SIGCHI - Association for Computing Machinery Special Interest Group on Computer-Human Interaction.
- o HFES - Human Factors & Ergonomics Society
- o STC - Society for Technical Communication

MILITARY

Combat Veteran
U.S. Marine Corps Infantry
G. Co. 2/23 RCT-1

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| <ul style="list-style-type: none">o Operation Iraqi Freedomo Provided humanitarian support.o Part of the "21 Days to Baghdad" documentary.o Took part in numerous press interviews from agencies all over the world. | <ul style="list-style-type: none">o Secured Saddam's Palace in Tikrit, Iraqo Secured the UN Bldg in Baghdad.o Secured the Special Republican Guard Headquarters.o Made decisions under extreme pressure and noiseo Combat Leadership |
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