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Stuart(Stu) R. King

User Experience Designer (MCTS)

www.thedesigndrifter.com

fivealarmstu@hotmail.com

612.281.4081

On The Subject Of Me

I am a Graphic Designer and User Experience Designer living in Minneapolis, Minnesota. I am also a senior level consultant at Magenic Studios. Magenic Studios is the Design and User Experience division of Magenic Technologies, a respected Microsoft Gold Partner operating throughout the United States. As a member of the Magenic Studios User Experience Design team I have researched and developed the company's Social Media strategy, designed and branded our internal SharePoint 2010 intranet and am currently redesigning magenic.com to give the company a fresh new look.

I am founder and president of a small manufacturing and custom design firm called [Kikboxes Computer Craft](#) and run my own freelance design studio called [Design Drifter](#) specializing in web design, branding, user experience, social media and SharePoint consulting.

I have provided creative, development and strategy for clients such as UnitedHealth Group, Wellington Management, Pacific Gas and Electric, Nikon, AECOM, Fair Isaac Company(FICO), and Polaris focusing on designing websites that maintain a balance of beauty, usability and, in many cases, included highly customized and branded SharePoint environments. I possess a broad range of design, usability and consulting skills that make me an invaluable resource to the Magenic Studios team and allow me to work well as both a member of a larger team or as the primary point of client contact and project driver.

With 17 years of experience, I understand how to guide clients through any process whether it be the design process or UX analysis. I also understand that being a true advocate for the client means listening and knowing when to challenge them, when to mentor them and when to modify the process to make it work for them. Each client presents a unique challenge and that is what I find most rewarding about what I do.

Relevant Experience

AECOM, Boston MA 6/2010 – Present

Consultant

- Created new CSS, markup and layouts to match branding requirements for SharePoint 2007 intranet
- Repaired existing code from another consultant to fix layout problems, display issues and conform to branding guidelines
- Cleaned up and condensed CSS code

Technology: Microsoft Office SharePoint Services 2007, Microsoft SharePoint Designer, PhotoShop, Visual Studio, TFS

Charles River Labs, Boston MA 4/2010 – 6/2010

Consultant

- Converted an existing flash application to SilverLight and added new and improved functionality and visual appeal
- Defined requirements for six SilverLight applications including media and video players
- Created Sketchflow mockups of new RIA elements and presented them to executive management obtaining approvals
- Provided creative assistance in branding a new technical initiative
- Conducted interviews to determine design direction
- Delivered all six SilverLight RIA components in less than two months

Technology: *SilverLight, Microsoft SketchFlow, Microsoft Expression Blend, PhotoShop, Graphic UI Design*

Pacific Gas & Electric (PG&E), San Francisco CA 4/2010 – 4/2010

Consultant

- Created a custom news web part that pulled in news data including feature images and article dates
- Created two new .xsl templates to display the news data in two different formats matching their mockups
- Redesigned the left side navigation system making several usability improvements and cleaner design
- Completed improvements to the master page, home page layout and style sheets so that they conform to the mockups
- Tested all tools and changes in IE6, IE7 and Fire Fox
- Migrated all new tools, styles and templates to the production server and tested
- Assisted with content types, filtering and workflows for news pages
- Conducted knowledge transfer with employees so that they could modify and support the news web part going forward

Technology: *Microsoft Office SharePoint Services 2007, Microsoft SharePoint Designer, PhotoShop*

Wellington Management, Boston MA 3/2010 – 4/2010

Consultant

- Developed a Usability Assessment strategy that was sensitive to project time and budget constraints
- Created a usability approach designed to solicit feedback from employees in a variety of functional areas quickly and efficiently
- Conducted a full analysis of user input and concerns and cataloged the results in a statistical and graphical format allowing the project team to easily use the data in the decision making process
- Designed and facilitated a hybrid sticky note and card sorting process designed to gather feedback from users and working group members
- Prioritized user feedback, driving down to functional requirements
- Created Home and Landing page wireframes based on real data and tools identified in user interviews. Wireframes following usability best practices were delivered using SketchFlow
- Developed and delivered a training and mentoring program for Designers, teach them how to design for SharePoint.
- **Technology:** *Microsoft Sketchflow, Microsoft Office SharePoint Services 2007*

UnitedHealth Group, Minneapolis MN 7/2009 – 1/2010

Consultant

- Evaluated business needs and established design values
- Analysis of workplace/browser limitations for establishment of design standard
 - Developed a design strategy focused on Transitional DOCTYPE utilizing hybrid code structures for IE6 compatibility with the ability to smoothly transition to IE7 or IE8.
- Creation of the UHG IT Look and Feel
 - Master Page design mockups
 - Page layouts and wireframes
 - Identification of required web parts and mockups for each

- Unique look and feel designed for training and support sites, helpdesk, standards and more
- Development of Master Pages and Styles
 - Front-end XHTML Code
 - CSS code
- Creation of other UHG collateral and materials based on the new “look and feel”
 - HTML newsletter templates
 - PowerPoint decks
 - Ad banners and mastheads
- Design of “3 step” navigation controls to help users browse large volumes of content quickly and easily
- Implementation of New UI Standards as SharePoint Features
 - Assembly of all design assets, style sheets and pages
 - Creation of a Design Master Page Feature set
 - Development of the Feature install manifest to allow IT staff to quickly and easily install the full UI package
- Design and development of UHG Training and Support Program
 - Designed program structure
 - Defined and Created program content
 - Recorded Captivate Demos
 - Developed branded training and support site
 - Mentored UHG staff on how to increase user excitement and adoption
 - Outlined a strategy for keep site administrators engaged and continually learning through advanced SharePoint webinars, FAQ content and discussion boards, establishing an internal user community for site owners

Technology: HTML, CSS, PhotoShop, Graphic UI Design, Microsoft Office SharePoint Services 2007, SharePoint Designer, Microsoft Expression Web

Atlanta Lawn Tennis Association(ALTA), Atlanta GA 3/2009 – 4/2009

Consultant

- Evaluation current site structure and content
- Development of wireframes
- Creation of site design mockups
- Engineering of front end XHTML markup
- Development of custom CSS
- Implementation of CSS menu navigation
- Setup and customization of jQuery photo slide show system
- Creation of all page templates
- Design and production of all artwork, logo treatment and graphical assets
- Authoring of a comprehensive ALTA Style Guide

Technology: HTML, Javascript, CSS, PhotoShop, Graphic UI Design, jQuery

ImagiNET, Winnipeg Canada 12/2008 – 12/2008

Consultant

- Evaluation of .Net WinForms application
- Defined critical application path
- Assessed application UI for compliance to usability rules
- Re-designed forms
- Fine tuned application workflow to improve usability and performance
- Created application re-design mockups
- Documented all formal recommendations

Room & Board, Minneapolis MN 7/2008 – 10/2008

Consultant

- End to end design and implementation of SharePoint intranet solution
- Vision and scope analysis
- Hardware and software analysis
- SharePoint design and architecture for 3 phase SharePoint project including company intranet, collaboration environment and secured extranet
- Construction of infrastructure including site and page templates, Content Type management lists.
- Custom page and site templates incorporating required global Content Type selection tools
- Migration of existing sites to new Web Apps
- Implementation of Proof of Concept site
- Complete custom master pages and style sheets for company intranet
- Total redesign of SharePoint to reflect the Room and Board brand
- Design and delivery of all graphical assets required for branding
- Design and development of custom Room & Board SharePoint theme used to brand collaboration sites, Administration tools and My Sites
- Implementation and customization of SharePoint My Sites
- Development of custom Content Query Web parts for company news, product news and blog features. This work included modified web parts and custom XSL style sheets
- Configuration of new search scopes
- Installation and configuration of various 3rd party web parts such as Polling, Random Image and Video player web parts.
- Design and development of custom data views for Contact lists, PR Hits database, document center and more
- Authoring of training materials
- Delivery of employee training and mentoring programs
- SharePoint advisor for content identification and migration and long range support planning
- Active directory integration including data views tied directly to AD information
- Establishment of staging environment
- SharePoint backup and restore

Technology: *Microsoft Office SharePoint Services 2007*

United Products, Saint Paul MN 4/2008 – 4/2008

Consultant

- Reviewed SharePoint server error logs and reduced recorded errors to zero
- Established required services accounts and adjusted server permissions settings
- Installed and tested PDF iFilter
- Provide instruction and advice on file migration procedures

Technology: *Microsoft Office SharePoint Services 2007*

Japs-Olson, Minneapolis MN 3/2008 – 4/2008

Consultant

- Created CSS templates for bulk mail reporting system
- Developed fully compliant HTML layout code
- Reviewed design requirements with clients and suggested improvements
- Designed images and illustrations to create a visual representation of their process
- Developed CSS templates compatible with IE6, IE7 and Firefox

Technology: *Microsoft Expression Web, PhotoShop, Illustrator, Visual Studio*

Polaris Industries, Medina MN 10/2007 – 2/2008

Consultant

- Assembled pages following Content Management Server migration to SharePoint
- Repaired broken pages
- Established site and pages settings in the new environment
- Fixed broken style sheets

Technology: Microsoft Office SharePoint Services 2007, SharePoint Designer, PhotoShop, Visual Studio

PSAV, Chicago IL 9/2007 – 9/2007

Consultant

- Analysis of current SharePoint deployment
- Creation of Vision Scope documents outlining planned implementation of business productivity tools and secured extranet
- Documentation of the current system and design of new data model

Technology: Microsoft Office SharePoint Services 2007

Growth from Knowledge(GFK), Minneapolis MN 08/2007-08/2007

Consultant

- Created custom Master Pages for client portal
- Deployed new Master Pages to production and development environments
- Designed custom style sheets
- Developed security trimmed data views for logos and product graphics

Technology: Microsoft Office SharePoint Services 2007, SharePoint Designer, PhotoShop

Minnetonka School District, Minnetonka MN 07/2007-08/2007

Consultant

- Created Graphic Design concept for the School District web site, included variations for elementary school, middle/high school, district office and clubs and organizations
- Designed custom style sheets
- Packaged and deployed design as SharePoint feature
- Crafted Flash and JavaScript slide shows using Swish, Flash and JavaScript Moo Tools
- Created style guide and administrator support manual
- Trained and mentored MPS support staff
- Constructed site organization and navigation strategy
- Performed server configuration
- Created staff directory data views filtered by building code

Technology: Microsoft Office SharePoint Services 2007, SharePoint Designer, PhotoShop

Nikon Precision, San Francisco CA 06/2007-07/2007

Consultant

- Evaluation of MOSS proof of concept
- Evaluation of Server topology
- Developed SharePoint 03 to MOSS 07 Migration strategy saving Nikon hundreds of hours in employee migration and administration time
- Defined Project Vision and Scope
- Created detailed Project Management Plan
- Developed detailed migration strategy including Metalogix migration tools and conducted proof of concept
- Evaluated documentation and scripts created by previous vendor and made recommendations
- Created new SOW based on the new migration strategy
- Developed a strategy to create a custom workflow

Technology: Microsoft Office SharePoint Services 2007, SharePoint 2003, Metalogix List and Library Migration tools

ViTAL Images, Minneapolis MN 03/2007-06/2007

Consultant

- Designed Migration Plan.
- Implemented the MOSS 2007 gradual upgrade.

- Developed and delivered customize administrator training and created an “on-demand” SharePoint Administrator support system with video and audio learning components.

Technology: *Microsoft Office SharePoint Services 2007*

Fair Isaac, Minneapolis MN 3/2004-3/2007

Intranet Support Lead

- Administration and Support.
- SharePoint version 1 to version 2 migration.
- Custom Site Development.
- Content migration from VSS.
- Web Part Installation
- Site collection migration.
- Developed and delivered customize administrator training and created an “on-demand” SharePoint Administrator support system with video and audio learning components.
- Documented SharePoint features, tips and advice.

Technology: *Microsoft SharePoint Portal Server 2003*

Padilla Spear and Beardsley, Minneapolis MN 04/2001-2/2007

Independent Consultant

- Migrated SharePoint sites and content from bCentral hosted environment to new PSB server.
- Setup and document their SharePoint backup plan.
- Developed new sites and trained their administration staff.
- Handled disaster recovery situations.

Technology: *Microsoft SharePoint Portal Server 2003*

Buyseasons Inc, New Berlin WI 04/2001-02/2004

IT Manager

- Established IT department.
- Built web servers for Microsoft Commerce Server deployment.
- Built .asp based company intranet and customer service system.
- Implemented SharePoint Portal Server 2003 environment for company intranet.

Technology: *Microsoft SharePoint Portal Server 2003, Commerce Server, SQL Server, Great Plains*

Augsburg Fortress Publishing, Minneapolis MN 10/2000-04/2001

Designer/Developer

- Designed and developed a web site for the Copyrights Department.
- Designed a user interface.

Technology: *ASP, HTML, Javascript, CSS, PhotoShop, Graphic UI Design*

Ciceron Interactive, Minneapolis MN 01/2000-10/2000

Designer/Developer

- Developed multiple UI design ideas and color palettes to fit client's needs.
- Developed ASP based database driven web sites.
- Created ASP based Content Management forms.

Technology: *ASP, HTML, Javascript, CSS, PhotoShop, Graphic UI Design*