

Contact >> email: tnelan@gmail.com or phone: (203) 364-0017 (h) (203) 364-7633 (c)

Terence Nelan: Interaction Designer

Projects:

- IA and usability for e-commerce sites
- Enterprise-level web application development
- Mobile sites and applications (WAP and HTML5)
- Facebook games and applications
- Brand websites (ranging from 1000 page+ content organizations to experiential branding sites, to sites heavy in functionality)
- Intranets for financial, media sales and consulting firms
- User generated content (video, audio, text, reviews, community message boards)

Skills:

- Wireframes
- Rapid Prototypes
- Functional Specifications
- Requirements Gathering & Analysis
- Persona Development
- Collaborative Cross-functional Sketchboarding
- Business and Application Process Flows
- Site Maps
- Heuristic Analysis
- Usability Testing

Work Experience:

Independent Consultant: 1/06 – Present

Clients: X+1, GE Treasury, Jet Blue, CreativeHub, Club Penguin, Fabulous Savings

Project Highlights: *Developed mobile applications for comparative shopping and coupon delivery. Analyzed ecommerce sites to improve purchase behavior. Developed wireframes and prototypes to support complex web applications, mobile applications and interactive touch screen kiosks.*

Information Architect: Ryan iDirect 1/08 – Present

Clients: Lufthansa, Citation Air, 3M, Unilever, Energizer, Dewars, SAP

Management Experience: *Responsible for developing the User Experience practice at Ryan. Managed junior information architects on multiple projects to ensure high quality and consistent experiences across all client touchpoints – in store, events, mobile, desktop, etc.*

Project Highlights: *Work focused on such elements as social media influence on purchase intent, coupon redemption, where to buy, product locators and integration of brand websites with 3rd party commerce platforms. Also SEO, mobile sites, and large-scale CMS projects.*

Associate Director, Interaction Design: Modem Media/Digitas 9/04 - 1/08

Clients: *Delta Air Lines, Merrill Lynch, AOL Media Networks, HomeBanc, PricewaterhouseCoopers*

Management Experience: *Trained in situational management and evaluation of junior staff. Responsible for managing the work of freelance and junior information architects on staff. Mentored and guided staff with respect to interpersonal relationships and the User Experience practice.*

Project Highlights: *Extensive work over 4 years developing new features and optimizing the purchase process for Delta.com's online shopping experience. Facilitated requirements gathering sessions, worked with business analyst and technical stakeholders. Developed and presented wireframes. Led the user experience team on complex projects touching as many as 16 separate applications. Tight deadlines were common.*

Senior Information Architect: Grey Interactive Worldwide/G2 6/00 - 9/04

Clients: *M&M Mars, Harris Direct, AGF Management, Proctor & Gamble, Nortel Networks*

Management Experience: *Managed one junior staff and a sequence of freelancers.*

Project Highlights: *Developed rich internet application for the configuration and sale of customized M&Ms.*

Director, Business Development: APBNews.com 6/99 - 6/00

Producer: ABCNEWS.com 1/97 - 6/99

Bureau Manager: TIME Magazine Moscow Bureau 8/93 - 12/96

Additional Expertise:

Proficient in the use of Axure, Visio, MS Office. Professional writer and researcher. Russian speaker. International experience living in Hong Kong, Germany, Russia, Europe, and South Africa.

Education:

Carleton College. BA degree in Sociology/Anthropology with a concentration in Russian Studies. GPA in major: 3.7

References available upon request.