

A proven leader for more than 15 years, Andron focuses on the complete life cycle of customer facing technology. An active innovator defining strategy, exploring solutions, choosing methodologies, for product development and implementation, he has produced measurable improvements in productivity, customer communication, and product usability while supporting the company's customers, users, and brand. Andron has championed a hands-on approach to building web applications (in a variety of languages for multiple outputs) and designing for small screens; especially mobile phones. He leads others by example; helping them to improve their skills and be more effective.

*"Lee is consistently driven to high performance in a timely manner. His exceptional creativity and initiative are hallmarks of his approach to problems. Lee demonstrates the professional maturity of going beyond his immediate tasking and thinking strategically about company policies and initiatives. He will be a guaranteed asset to your organization." Rob Baxter, CTO, Nellymoser*

*"Lee is a unique talent, with equal expertise in the worlds of technology and design, Lee continually positions himself as a critical resource who will always deliver. Further, Lee has a real sense of community that allows him to extend his brand of southern charm into the softer side of your business. He is a tremendous resource." Tim Kilroy, Director of Strategic Accounts, Nellymoser*

*"With very little direction from upper management other than very vague descriptions, Lee was able to work with the affected departments in a manner which resulted in achieving results that others were only able to see in the abstract." Kenny West, SVP Content & Developer Services Motricity*

Usability Optimization	Creative Direction	Brand Development	XHTML, CSS, JavaScript, Java
Technical Direction	Internet Marketing	Platform Independence	ME, ASPX, PHP, Coldfusion, Adobe CS3, Mac/Linux/Win

## Leadership Experience

- Managed usability and functional design for all mobile applications, Flashlite apps and WAP web apps
- Guided Comedy Central, Nickelodeon, and CBS Sports in defining the vision and functional design for the products and services Nellymoser produced
- Managed usability and site design for all consumer brands; PalmGear.com, PocketGear.com, eReader.com, as well as some white label solutions for PALM, BET, AT&T (Cingular) & O<sub>2</sub>
- Managed and advised 20+ clients in Search Engine Optimization, Human Factors, and Advanced Internet Business Practices
- Hired, trained, and managed Webmaster, Version Control Master, Written Assets Developer, Image Assets Developer, and outside vendors

## Design, Development & Production Experience

- Created and improved C# based ASPX applications to stream-line processes allowing completion of repetitive tasks to drop from 35 minutes to 2 minutes
- Increased customers' website traffic an average of 78% over 3 months
- Key player on the development team for Commerce Engine, responsible for design, (UML and GUI), Human Factors, and part of the Java Development team using J2EE compliant Websphere, and Oracle (additionally: HTML, CSS, JavaScript, Java, JSP, Flash, .NET (ASP/ASPX)); this site produces revenues in excess of \$15 million per month
- Designed and Developed pervasive computing solutions for Voice, WAP, and handheld computers and PDAs for the Palm and Pocket PC
- Developed, designed, and delivered the first manufacturer multi-lingual enabled e-commerce consumer site to match phones and service plans to consumers' needs. One code base rolled out to 47 countries that could each customize the message to their unique customer needs.

- Worked directly with customers to design, develop and deliver complete mobile portals for Car & Driver Magazine, Virgin Mobile, Shocked Magazine and other key customers
- Designed and developed unique customer interfaces in Flash and XHTML Open Source content management systems to allow users to create unique widgets to their mobile devices
- Created, designed and developed rapid prototypes for ESPN, ABC, NPR, and The Houston Texans
- Designed, conducted usability studies and developed sites for BET, Cingular & Alltel mobile portals, using XHTML and hardware specific coding for unique phone types
- Developed Web Application for the CDC to track birth defects for every baby born in North Carolina. (BEA WebLogic J2EE, MSSQL, XHTML)
- Delivered Meredith College Website, keeping students, faculty, Alumni, and prospective students up-to-date
- Designed and planned an enterprise wide Customer Management System with complete UML breakout with Use Case studies and reality based analysis
- Chief designer of user interface and Human Factors for the Customer Solution Program - the main interface for customers working with ABB
- Designed a world class extranet to serve as the Business to Business portal for ordering, logistics, and marketing communications
- Deployed a simulation environment to help internal trainers, business customers, and end-users understand complex products and services
- Created official website for James Bond movie, "Tomorrow Never Dies," for Ericsson including games, multimedia demos, and localized content (HTML, CSS, JavaScript, Flash)

## Work History

- Director of Creative Development at Nellymoser Inc. 2006 – 2008
- Principal User Experience Architect/Creative Services Team Lead/Java Developer at Motricity, 04 - 05
- Marketing Manager at WebSourced, 2004
- Co-owner at Realm Design Studio, 1993 - 2006
- IT Manager at ABB, 2001-2003
- Director of Design at SourceAlliance, 2000-2001
- Webmaster, Region Americas at Ericsson Inc, 1997 – 2000
- Marketing Representative at MindSpring Enterprises, 1996 – 1997
- Director of Onsite Support at NandO Net, 1994 – 1996

## Conducted these Seminars

- Using Wikipedia to your advantage
- Google Tools and mobile development
- The Long Tail, how virtual stores change the game
- Nuances of Ebay, how to deliver your message over the din
- Designing small, mobile application development and GUI best practices
- Search Engine Optimization, Winning with Google, Yahoo and MSN
- Branding, the Internet and Success
- How to Push Your Business with the Internet
- How the Internet Can Help You Succeed

## Education

North Carolina State University B.A., Psychology, concentration: Ergonomics 1996