

# Lee Andron

## Contact Information

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## Objectives

As a leader I support and foster excellence in my direct reports and remove obstacles to their success for the benefit of the Company.

As a designer I streamline user experience to deliver the customer through the sales process in the easiest and quickest way possible.

As a developer I champion the customer's needs and optimize products to deliver best value in the marketplace in best possible way.

## Key Skills

**Leadership:** clear focused goals coupled with flexibility to let each person excel in the ways that work best for them.

**Design:** 15 years developing rich, sophisticated GUI Designs for a variety of consumer devices often with limited bandwidth; resulting in delivering the best possible user experience within the constraints of today's mobile users.

**Development:** Using programming languages such as PHP, Java, Coldfusion, XHTML, and CSS I can design, develop and deliver optimized productized multi-platform services that allow the user to do what they desire wherever they are.

## Experience

**Director of Creative Development** at Nellymoser Inc. 1/06 – 4/08

- Lead the team in learning new technologies, and expand their skills in ways that benefited the company and supported customers
- Lead debugging and troubleshooting for the team to identify problems and develop the best solutions in a timely manner
- Developed unique Flashlite application for ABC's hit program Lost that showed the power of Flash on a mobile platform and it's ability to deliver video, data, and branding with a better user experience than any other mobile technology
- Managed usability and functional design for all mobile applications, Flashlite applications and WAP web applications
- Designed, developed and delivered WAP solution for Car & Driver Magazine, Virgin Mobile, Shocked Magazine and other key customers
- Guided Comedy Central, Nickelodeon, and CBS Sports to defining the vision and functional design for the products and services Nellymoser produced
- Designed and developed mobile portals for customers, using XHTML, WURFL and specific coding for unique phone types including the iPhone
- 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 to demonstrate unique functionality to ESPN, ABC, NPR, and The Houston Texans

**Principal User Experience Architect / Creative Services Team Lead / Java Developer** at Motricity, 2004 - 2005

- Manage 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>
- Contributed to increase in sales and traffic across brands due to SEO
- Designed, conducted usability studies and developed sites for BET, Cingular & Alltel mobile portals, using XHTML and hardware specific coding for unique phone types

**Co-owner** at Realm Design Studio, 1993 - 2006

- Developed Web Application for the CDC to track birth defects for every baby born in North Carolina. (BEA WebLogic J2EE, MSSQL, XHTML)
- Created website for James Bond movie, "Tomorrow Never Dies," for Ericsson including games, multimedia demos, and localized content (HTML, CSS, JavaScript, Flash)
- Delivered Website for Meredith College, keeping students, faculty, and Alumni up-to-date, and helping prospective students learn more
- Designed and deployed architectural websites including virtual reality simulations of buildings and churches (HTML, CSS, JavaScript, ASP, CSS, Flash, Photoshop)

**Marketing Manager** at WebSourced, 2004

- Managed and advised 20+ clients in Search Engine Optimization, Human Factors, and Advanced Business Practices
- Designed and planned an enterprise wide Customer Management System with complete UML breakout with Use Case studies and reality based analysis
- Increased customers' website traffic an average of 78% over 3 months
- Solved a variety of issues with process systems and workflow through organizational and programmatic means
- Created and improved C# based ASPX applications to stream line processes allowing repetitive tasks to drop from 35 minutes to 2 minutes

**IT Manager** at ABB, 2001-2003 (Moved with the core bus/dev group and IP from SourceAlliance)

- Chief designer of user interface and Human Factors for the Customer Solution Program - the main interface for customers working with ABB
- 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), more); this site produces revenues in excess of \$8 million per month
- Consulted with internal customers, conducting Human Factors studies, brand expansion and focusing, and Internet marketing strategy

**Design Director** at SourceAlliance, 2000-2001

- Chief designer for the graphical user interface design and Human Factors
- Designed and Developed pervasive computing solutions for Voice, WAP, and handheld computers and PDAs for the Palm and Pocket PC
- Consulted with customers critiquing their websites, conducting Human Factors studies, brand workshops, and Internet marketing strategy seminars
- Hired, trained, and managed Webmaster, Version Control Master, Written Assets Developer, Image Assets Developer, and outside vendors

**Webmaster, Region Americas** at Ericsson Inc, 1997 – 2000

- Developed, designed, and delivered the first manufacturer multi-lingual enabled e-commerce consumer site to match phones and service plans to consumers' needs
- Enhanced brand awareness through creation of a site consistent with advertising campaigns, contributing to a 7% increase in brand recognition
- 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

**Marketing Representative** at MindSpring Enterprises, 1996 – 1997

- Marketed Internet service through direct contact while educating, assisting with product positioning, and servicing the customer
- Raised the awareness of user groups, Chambers of Commerce, and businesses about the benefits the Internet could provide with respect to marketing, communications and sales
- Planned and executed marketing programs increasing brand awareness 20%

**Director of Onsite Support** NandO Net, 1994 – 1996

- Contributed to the development of one of the first e-commerce enabled websites for a nationally known distributor
- Solved customer problems on site for local ISP—from local companies to the Governor's office
- Installed internet connections at over 100 schools; trained teachers in the proper use of the technology

## Technical Proficiencies

- Highly optimized Hand coding XHTML, CSS, JavaScript
- Java, J2EE, Java ME, SWING • PHP • ASP, (VB/C#).ASPX • Coldfusion
- Large scale usability studies & Budget conscious usability studies, user interviews, rapid prototyping & more; developed many cost effective ways to gain insight to user activities
- BEA WebLogic, Websphere Studio, Visual Studio .NET (.NET compact focus too) Eclipse, and other web application development tools
- Optimization technique regarding file size and perceived browsing speed and design layout – CSS & XHTML • WAP / WML / XHTMLMP
- Photoshop and other Adobe products through latest release CS3
- Microsoft Office Suite, and most other Microsoft products
- Adobe Premier, Media 100, and other non-linear video editing tools, as well as After Effects, Boris, and other motion capture / creation software

## Professional Development

### **Conducted Seminars in:**

- 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

### **Training in:**

- Flashlite and Flashcast the operators solution (Verizon focused)
- Most Adobe tools through Adobe MAX
- Java, JSP, struts and Oracle; Websphere 3.5, 4 and 5
- XHTML and CSS
- Caliber –RM – Rational Unified Process & UML and Use Cases
- Broadvision, J2EE, Servlets
- .NET applications (ASP/ASPX) & C# with several VB applications

### **Participated in:**

- Adobe MAX, CTIA, CES
- Pervasive computing, Palm and Windows Mobile conferences
- Search Engine Optimization, Viral Marketing, and Reputation Management

### **Education:**

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